

Sierra Madre News

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What Is City-Manager Form of Government?

Who Will Be Mayor of Sierra Madre Next Year?

Should We Consider Our Method of Electing Our City Council Now?

By R. ROBERT EVANS

Since the City Council of Sierra Madre, by popular vote, has raised the question of "Managerial Government" from the table, and placed it on the agenda for future consideration, it is our opinion that certain pros and cons should be set forth, that the

Speak Up Citizens . . .

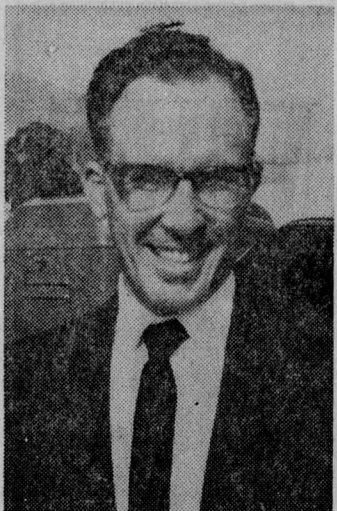
by Jody Beavers

QUESTION: WHY IN YOUR OPINION DON'T MORE PEOPLE ATTEND THE CITY COUNCIL MEETINGS?



Mrs. D. V. Parker
Housewife
302 W. Carter

"Most people are tired when they get home from work and would rather relax in front of T.V."



Rev. Robert N. Schaper
501 Crestvale Dr.

"I'm sure people feel that their attendance is unnecessary unless there are items affecting their personal interest. We should attend more, but in a way I feel that people have confidence in their councilmen and their integrity."



William A. Knife
314 Old Ranch Rd.

"As a newcomer to Sierra Madre I feel the public has no concern because of poor announcement of time and place of meetings."

people of the City of Sierra Madre may have a "birds-eye" conception of what is being tried and accomplished.

This form of government is one of three forms of local government and is more commonly known as the Council-Manager Plan, the other two forms being the Mayor-Council and Commission Form. The basic concept of the Council-Manager Plan is a popularly-elected council that sets all the policy for the city and an appointed Manager or Administrative head who handles administrative items.

The Council-Manager form of municipal government has shown a steady increase throughout the country since its conception in Staunton, Virginia, in 1908. Almost 1,900 cities, towns and townships in the United States were operating under this plan in 1960.

Like all human institutions, this type of municipal government is not perfect. Nor does it exist in "pure form," there being major variations. That it has demonstrated substantial worth is evidenced not only by its growth but by the emergence of the profession of the city manager as a highly trained administrator, a member of a profession which has adopted a 10-point code of ethics. Many "experts" on local government believe that the Manager Plan is more suitable for medium and small size cities than for large metropolitan areas. The most often stated advantages of the plan are that it is efficient and businesslike, with responsibility clearly defined; and that it is remarkably free from graft and the taint of the spoils system. Its very real weakness is that it does not foster strong leadership in the Council.

To accomplish this form of government, the majority of the City Council must pass a resolution calling for the City Attorney to bring in an ordinance creating the Council-Manager Form of Government.

The Council is the legislative body of the city with the powers necessary for passing ordinances, resolutions and orders. The Council.

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H & B Corporation Guarantees

CONSISTENTLY EXCELLENT RECEPTION OF 7 TV STATIONS; 9-10 AVAILABLE

Mayor Vannier and the full Council, at their regular meeting of March 12 instructed the City Attorney to draw the necessary contracts and ordinances whereby the people of Sierra Madre will receive the best in television reception.

The H & B Communications Corporation, by their action, was awarded the contract and franchise for the construction and operation of a Cable Television Service for the entire city. In contacting Leon N. Papernow, Executive Vice Presi-

dent of the corporation, he assured the Sierra Madre News that engineering of the installation has started and that construction of the system is scheduled to begin within six months, and that service will be furnished throughout the entire city of Sierra Madre within one year.

Since this will be an entirely new phase in the life of residents of Sierra Madre, this corporation in thanking the community leaders for its selection, has caused to be published in this issue of the News, the complete information concerning the costs, service and other features. It is suggested that you tear out this page and keep it for future reference to questions.

—Please turn to Page 11



ROSS TYREE displays the Booster Sale poster which will be located in many local stores. Sale will last from March 21 through April 4. Funds collected will finance Sierra Madre's baseball program.

By Nancy Throop

Jayne Tyree, chairman, announced today that everything is in readiness for the Booster Ticket Sale to begin March 21.

The purpose of the sale is to raise funds for Sierra Madre's baseball program. With approximately 300 boys participating at a cost of \$15 each, the budget of \$4,500 to \$5,000 must be raised from several sources. All Minor and Little League boys do their part by selling Booster tickets at 50 cents each. Each boy is asked to sell 20 tickets. This is a very difficult task for some, so when you are approached by a shy, bashful boy we hope you can't resist buying a ticket.

Perhaps as a generous donor to one of the finest youth activities in Sierra Madre, you may be awarded a vacation for two at the Hotel Sahara in Las Vegas. This excellent prize was given through the courtesy of Mr. Herb McDonald, vice president of the hotel. The

vacation includes room reservations for two nights and three days plus dinner and show in the Congo Room.

The other major award will be a 21 jewel watch donated by Byron C. Hopper, jeweler, located at 90 W. Sierra Madre Blvd. Mr. Hopper is not only a Booster for baseball, but has supported many youth activities.

The boys are also working for prizes. First prize for the boy selling the most tickets will be two reserved seats for a Dodger's baseball game. This award was donated by Mr. Tom Seeburg, director of publicity for the Dodger Baseball Club.

Second prize for the boy selling the most tickets will be a baseball glove donated by Mr. Parker Chase of the Sierra Cycle Sports. In addition,

Mr. Chase contributes directly to Sierra Madre's baseball program by team sponsorship of the Monties. In addition to the above prizes mentioned, a fabulous prize will be awarded to the team selling the largest amount of tickets.

Winners of the awards will be announced at the Opening Day Ceremony to

DR. WITTY TO SPEAK

The Foothill Republican Club will hold its monthly meeting Wednesday, March 20, at the Vasa Temple, 2031 E. Villa St., Pasadena.

Guest speaker for the evening will be Dr. H. V. Witty, who was a recipient of the George Washington Medal Award by Freedom Foundation at Valley Forge on February 22, 1963, for his editorial, "Cast Your Vote Tuesday—Make It Spell Freedom." Dr. Witty also writes an editorial column each week in the Sierra Madre News, entitled "Freedom at Any Price."

The subjects of UNESCO and the United Nations will be discussed by Dr. Witty. Also, he will speak briefly on the important of press problems of the small independent newspapers.

Preceding the speaker, there will be an informal buffet dinner with Mmes. Maureen Bell and Jan Crowhurst acting as hostesses for the evening. Any persons wishing to attend may call Jan Crowhurst at ELgin 5-1353 for additional information.

WEATHER

	High	Low	Prec.
March 13	79	47	
March 14	69	42	.09
March 15	64	42	
March 16	55	44	.32
March 17	58	38	.37
March 18	65	42	
March 19	75	47	
Rainfall for season	8.55"		
Year ago to date	25.42"		



FROM LEFT TO RIGHT are Bryan Smith, George Simonian and Jack Stolle, manager of the Produce Department at Roess Market which is celebrating its silver anniversary during the month of March. Bryan is one of the boys who help customers carry their bags and boxes of bargains to their cars. George

Simonian is Jack Stolle's assistant in the Produce Department. Roess have been serving Sierra Madre and the vicinity for the past 25 years. They are located at the corner of Sierra Madre Blvd., and Lima Street. Don't miss those wonderful buys and chances on fabulous prizes!

Rev. L. McMahon Conducts Service

Rev. Louis McMahon, ordained evangelist of the Los Angeles District of the Nazarene, is conducting a series of revival services in the local Church of the Nazarene this week.

Rev. McMahon will be speaking each evening (except Saturday at 7:30 and on Sunday at 11 a.m. and 7 p.m.).

Mrs. Helen Nelson of El Monte is directing the special music, which includes vocal solos, duets and a youth choir.

The public is cordially invited to attend these services.

C. of C. Annual Dinner Mar. 25

Just to remind you that the Annual Membership Dinner of the Sierra Madre Chamber of Commerce will be held this coming Monday at the Woman's Clubhouse, 270 W. Sierra Madre Blvd. The date being March 25 and the time 7 p.m.

A very outstanding program has been arranged by President John Curtis, and tickets may be purchased at the Clubhouse, the Sierra Madre News, the Chamber of Commerce or by calling President Curtis at EL 5-3433.

Produce Excellent at Roess Market

You will find one of the best produce departments in any store in this area managed by Jack Stolle at Roess Market at 331 W. Sierra Madre Blvd., which is celebrating its 25th year of operation during the month of March. Mr. Stolle and his staff maintain a department of choice vegetables and fruits attractively displayed, with reasonable prices and an always courteous attitude toward customers.

Mr. Stolle lives in Monrovia with his wife, Florence, and his 16-year-old daughter, Ronalee. He is a veteran of World War II, having served in the U.S. Navy for three and one-half years. He is a comparatively new-comer to the market, having been with Roess for one year.

Jack's assistant is George Simonian, who has been with the market for a short period of time, but he does enjoy working there and says he has met many interesting and discriminating customers. He lives in Whittier with his wife, Laura, and has two sons, George and Steve. He was a member of the Marine Corps for three years.

Roess Market is open six days a week from 9 a.m. until 9 p.m. and closed all day Sundays.



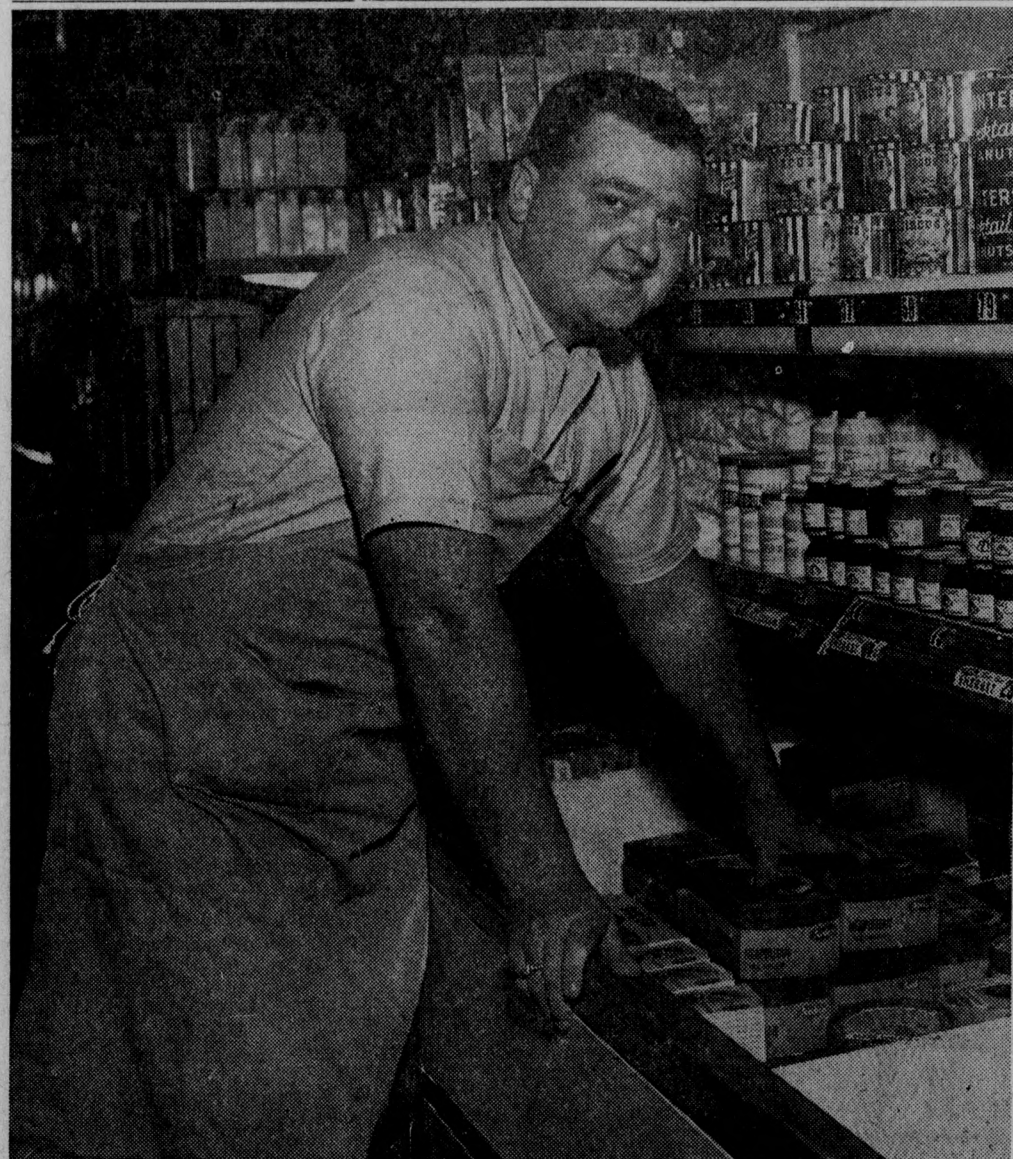
A. ALLEN SHEPPERD
... Director

A. Allen Shepperd, the newly appointed Band Concert Director, to replace retiring Doss Davis, is the manager of Sierra Madre's Music For Everyone store and instruction studio.

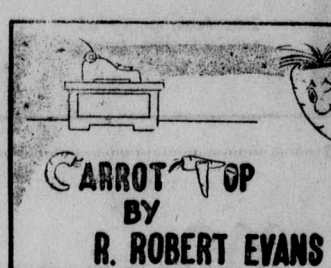
Allen accepts his appointment with a vast range of experience behind him in the field of music. Congratulations, Allen, on your new appointment, and we will look forward to the beginning of the concert season.

Damage Slight On Car Fire

Sierra Madre Fire Department responded to an alarm, Tuesday, March 19, near 8:15 p.m., which proved to be a car fire in the parking lot in the rear of the City Hall. Damage to the car was slight.



THIS IS GARY RHODUS, also sometimes called "Red" loading the ice cream compartment at Roess Market. Gary started working at the Market while he was going to school and has been with them 10 years. He also works in the frozen food section. He resides in Sierra Madre at 20 W. Grand View with his wife, Diane, a daughter Debra who will be 4 years old in April and twins, Brian and Shelly, just one year old in two weeks. Roess are having their 25th anniversary during the month of March. There will be numerous valuable prizes given away, food demonstrations, free items to each customer and fine bargains in all products!



We were discussing increases in salary the other day here at the News office, which brought to mind an incident in my life, that was very deeply impressed.

—CT—
This incident happened very early in my life as a printer - editor - publisher. Having the opportunity of being employed as a superintendent of a 14-man printing plant, I came to the conclusion, after about six months of work, that maybe I was just a little bit more important than the rest of the crew, and maybe I should have a little more compensation for this importance, and during those days I could certainly use same.

—CT—
I approached the "Boss" one day on the subject, and much to my surprise, he wholeheartedly agreed with me, and his conversation went something like this: "Bob, I fully agree that you are doing a magnificent job, you are handling the crew with talent and good judgment, production has gone up far beyond my expectations, and because of this fine showing I do want to compensate you with the best that is possible."

—CT—
I was delighted. I knew from his sincerity that I was going to get the full treatment. And he continued: "Money is not everything, and I doubt that I could pay you enough for the value that you are to me. Therefore, I have decided to make you fifth vice president of this corporation."

—CT—
WOW, a vice president. I was as happy as though the man had given me a million-dollar raise. Further I was told, that due to my heavy work schedule in the company, it would not be necessary for me to attend board meetings and stockholder meetings, and would not have to bother with the affairs of the front office. He would represent me and see that I was fully recognized at all times. I was in "seventh heaven."

—CT—
It was many, many years later, and much wiser, when I learned that this man was a very successful businessman and that he had just appointed his 21st vice president.

—CT—
I always thought he was a very rich employer, too, but about this same time I learned that the telephone he had in his Rolls Royce was a party line. So you cannot always tell what's on the inside of a package by reading the contents on the label.

—CT—
Discussing salaries, and the remark I made several weeks ago about having the employees pay me, brings to the forefront a letter received this past week from Sewall Clark.

—CT—
Now here is a sincere and a very nice fellow. I am indeed happy to have made

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Panhellenic Ass'n Meets

March 28, at 10 a.m., will be the regular meeting of the Pasadena Panhellenic Association. Mrs. Lucien Harris, 530 Gloria Rd., Arcadia, will be hostess. A short business meeting will be conducted by Mrs. Charles Martin, president.

At the coffee hour preceding the meeting, hostesses will be Sigma Kappa, Alpha Chi Omega and Zeta Tau Alpha.

Mr. Max Skousen, well known in this area, will speak on "Know Your

Freedoms."

All alumnae presidents and National officers are invited to this meeting. Please make your reservation by calling Mrs. Mort L. Clouton, CU 3-2837.

Pasadena Panhellenic Association is a member of National Panhellenic Membership in Pasadena Panhellenic includes elected delegates and alternates from all nationally recognized college sorority alumnae groups in the Pasadena area.

Baha'i World Faith

A PRAYER FOR AMERICA

"O Thou Kind Lord!

"This gathering is turning to Thee. These hearts are radiant with Thy love. These minds and spirits are exhilarated by the message of Thy glad tidings. O God! Let this American democracy become glorious in spiritual degrees even as it has aspired to material degrees, and render this just government virtuous. Confirm this revered nation to uphold the standard of the oneness of humanity, to promulgate the Most Great Peace, to become thereby most glorious and praiseworthy among all the nations of the world. O God! This American nation is worthy of Thy favors and is deserving of Thy mercy. Make it precious and near to Thee through Thy bounty and bestowal."

—Page 81, Baha'i Prayers.

For free copy of pocket-size prayer book, write: BAHAI Group, P.O. Box 504-F, Sierra Madre

Wistaria BEAUTY SHOP

... Get Your Easter Permanent Early ...

COMPLETE PERM. 8.50 & up

SHAMPOO & SET 2.50

announcing the addition of — Penny Lyddell to our staff



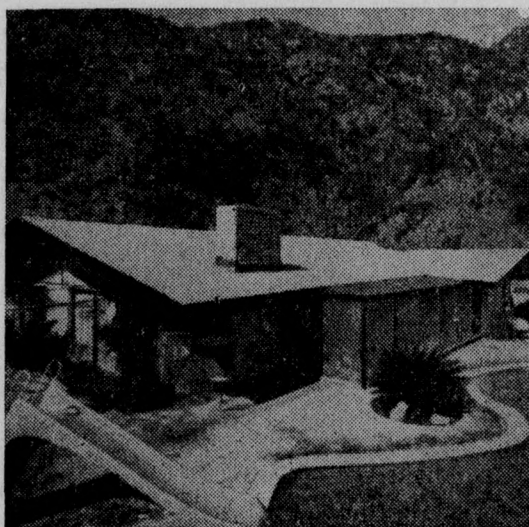
55 NORTH BALDWIN AVE. SIERRA MADRE EL 5-4526

Panorama View Overlooking San Gabriel Valley and Catalina

This beautiful two year old, custom built home, now being offered for the first time.

Built for liveability with the following outstanding features:

Large well designed kitchen with natural walnut cabinets; extra large G-E dishwasher and built-in range and oven by Vernors. Above sink a 4'x8' picture window of Pasadena to Palos Verdes. Four large bedrooms; the master bedroom suite offering a fantastic view of the valley. All with more than adequate W/R areas. Baths are well located for all bedrooms; master bath within the master bedroom suite, offering both tub and separate shower, plus an extra large marble top pullman, backed up with a 22 sq. ft. mirror. All baths are equipped with Crane's finest fixtures and trim.



This home also includes the following features:

- Built in FM and AM radio with Hi Fi Stereo Phono
- 2100 sq. ft. living area
- 4500 sq. ft. roof area
- Oversized garage
- Storage and shelter area
- Safe rock roof
- Beautiful pool and pool area
- Gorgeous specimen plants with easily maintained landscaping
- Complete yard covered with rainbirds
- No lawn area to spoil one's weekend
- Come on up for a look of care-free living!

Priced at \$45,000 Small down

Gale Hersey
711 Sierra Meadow Drive
Sierra Madre
CALL OWNER
EL 5-3665
or
1st Avenue Sales
HI 6-2111

... Social and Club Activities ...

Parents' Night At Arts Group

The Creative Arts Group held a Parents' Night on Monday, March 18, at the Adobe at 37 W. Montecito.

Work shop chairman, Jane Morse, introduced Deborah Brewer, who led the adults in the same kind of art experiences given to their children so that the parents may better understand the philosophy of the creative approach.

With nearly 150 children and adults participating in the 14 workshops at the Adobe, the Creative Arts Group is well launched on its third spring session.

A non-profit organization founded by six local families to ensure creative activities for their children and neighbors, the Adobe now draws participants from Monrovia, Temple City, Pasadena, San Marino, Los Angeles, Whittier, Bradbury and Monterey Park, as well as from Arcadia and Sierra Madre.

Cooperation with local civic organizations in a variety of activities also is an objective of the Creative Arts Group. Notable in this realm was the enactment of "Las Posadas" around the plaza in Sierra Madre at Christmas time by 135 Boy Scouts, Girl Scouts, Camp Fire Girls and Blue Birds and Brownies trained by a volunteer from the Creative Arts Group.

The Adobe is staffed by volunteers from the Sponsors for the Creative Arts Group Monday through Friday from 10 a.m. to 2 p.m. Phone 356-1450 for information.

Tate-Flowers Marriage Rites March 16

Miss Barbara Jane Tate, daughter of Mr. and Mrs. Paul Turner Tate of 350 N. Lima St., was married to Mr. Robert Bruce Flowers, son of Mrs. Lorette Flowers of 1000 Medford Road, Upper Hastings Ranch, at an 11 a.m. ceremony in the Lake Avenue Congregational Church, Saturday, March 16.

The bride wore a street length peach colored silk sheath designed with a scoop neckline, cap sleeves, a pleated overskirt and matching silk lace pumps. She carried a white prayer book topped with a large white orchid with a cascade of orange blossoms and also carried a family heirloom white handkerchief over 100 years old.

Rev. Raymond Ortlund conducted the double ring ceremony. She was given in marriage by her father.

Rev. Richard T. Benlier served Mr. Flowers as best man.

The bride's only attendant, a close friend, Miss Susan MacDonald, wore a beige silk sheath and carried a nosegay of brown, yellow and green cymbidium orchids.

Mother of the bride wore a silk turquoise sheath with matching jacket, matching patent accessories and a corsage of two white orchids. Mother of the bridegroom was dressed in a pale green silk suit with bone colored accessories and wore a large white orchid corsage.

The church was beautifully decorated in white carnations, white stock and white gladioli. Following the ceremony a luncheon was held for the wedding party at a Pasadena restaurant. After a honeymoon at Palm Springs the newly wedded couple will make their home in Arcadia.

Alumnae Plans Annual Benefit

Mrs. Charles Edwards, 3560 Fairmeade Rd., Hastings Ranch area, has been chosen alternate delegate to Pasadena Panhellenic from Alpha Delta Pi alumnae of the Pasadena area. She is an alumna of Alpha Delta Pi chapter at the University of New Mexico.

Mrs. Edwards along with Mrs. Raymond Cox, Mrs. Robert Willis, Mrs. Frederick Stever and Mrs. M. A. Grizzle of North Villa Heights Road, are taking reservations for the Southland Alpha Delta Pi alumnae third annual benefit day at the Western Harness Races, March 30, at Santa Anita. Benefiting will be the Hearing and Speech Foundation in Tujunga where handicapped children and

Shakespeare Club Juniors Present Musical Comedy

"Penny," a musical comedy, will be presented by the Shakespeare Club Juniors on March 21, 22, 23, at the Shakespeare Club Auditorium, 230 S. Los Robles, Pasadena.

The play concerns Penny, a stage-struck teenager who is ready to forsake tennis and her best boyfriend to play the lead in a movie version of a popular novel.

Mrs. William H. Henry is chairman of the Drama Section and in charge of production. She is being assisted by Mrs. John R. Simpson, Mrs. George H. Turner, Mrs. Benjamin J. Cox and Mrs. E. Montgomery Pierce, Jr. Direction will be by Richard Bielenberg, choreography by Diane Antonacci and stage management by James Dudley; a production team from the Pasadena Playhouse.

Club members in charge of committees are Mrs. Robert L. Marimon, costumes; Clifford Stadler, makeup; and John M. Riker, stage properties. Set design is being done by Mrs. George Phil Bauman and program cover design by Jack Stubbs.

Among the cast are Mrs. Benjamin J. Cox, Mrs. Dale J. Rogers, Mrs. W. E. Eckloff, Mrs. James N. Link, Mrs. Robert F. Ratliff, Mrs. Jack M. Snell, Mrs. Richard L. Verkouteren, Mrs. Arthur M. Ashley and Mrs. Jerry R. Anderson.

Husbands in the cast are Patrick McCabe, Alfred Wachs, John R. Simpson, John Lloyd, Cecil Hicks, Robert Ratliff, Larry Root, and Richard Ratliff.

Dancers will be Mrs. William Hannaford, Mrs. Joseph A. Plamondon, Mrs. Lloyd D. Hoph and Mrs. Patrick McCabe.

Youngsters in the cast will be Stewart Hicks, Eric Olsen, Greg Simpson and Steve Bridges.

The public is invited to attend the play and tickets may be obtained from club members or purchased at the door.

Senior Citizens Make Reports

The Senior Citizens met at the Parkhouse at noon on Saturday, March 16 for sandwiches and coffee. At the regular business meeting it was told that the City Council had donated two card tables and that one had been bought for three dollars at the Thrift Shop.

All present wore the new name tags which was a great help to those who can't remember names.

A representative from Rose Hills Memorial Park showed a worth while film titled "Setting Your House In Order" which emphasized the wisdom of buying before need. Then an interesting hour was spent when members told where they were born and gave some idea of how their lives had been spent, and finally a number of bridge enthusiasts played cards.

adults receive therapy in the field of communication.

Participating alumnae groups led by Mrs. Edward Henry of Glendale, Southern Area Council president, are Pasadena, East San Gabriel Valley, Glendale, Burbank, Los Angeles City, San Fernando Valley, Westside, South Bay, Orange County and Whittier. Mrs. Robert E. Martin of North Hollywood is general chairman.

Big Backyard Sale

SAT. - MARCH 23 9 A.M. - 4 P.M.

496 W. Sierra Madre Blvd.

- 3 Bicycles • 5 Power Mowers • 2 Laundry Trays • Coffee Table • Parakeet Cages • Electric Irons • Toaster • Wagons • Toys • Tractors • Lamps • End Tables • 2 Televisions • Kitchen Equipment • Ice Cream Freezers • Speed Queen Mangle • Portable Dish Washer • Good Suits • Dresses • Picture Frames • Lamp Shades • Books • Tape Recorder • Record Player • Shoes • Many Misc. Games & Items

Charity Sale sponsored by Arcadia Lions Club



MRS. THOMAS A. APPLEFORD

Nelson Appleford Rites Held At Methodist Church March 2

Miss Darlene Terry Nelson, daughter of Mr. and Mrs. Wesley A. Nelson of 84 Esperanza Avenue and Mr. Thomas Alfred Appleford, son of Mr. and Mrs. Lawrence C. Appleford of 395 Mariposa Ave., were married at a 8 p.m. candlelight ceremony in the Sierra Madre Methodist Church, Saturday, March 2, with Rev. C. W. Swengel officiating.

The bride wore an empire princess styled gown of silk organza over peau de soie with a long train trimmed with embroidered lace. The bodice was encrusted with seed pearls and embroidered lace. Her silk illusion veil was held in place by a coronet crown of seed pearls. She carried a bridal bouquet of carnations and stephanotis centered with a white orchid.

The PLAZA Shop Talk

By Sewall Clark

HAVE YOU ever sailed a kite? There's a thrill to it that's hard to explain. When she's up there, and you're in control, the little craft dances against the sky with excitement, a sense of nature born freedom, even though there's a string attached.

Ego may be part of it; the idea of being master of your kite. But, if you have any sense at all, you know you are not the real master. You and your kite are merely being cooperative with the wind — and the rest is poetry.

A KITE above Malta in 1933 I'll never forget. I couldn't see the person sailing it because I was aboard the P. & O. "Carthage" as she raised anchor from the island, easing back into the open Mediterranean. It was sunset, blazing red and bronze, so the whole scene gradually became a silhouette.

I watched the kite and I could feel the tug of the cord; I felt a kinship with someone whose name or face I will never know. Years later, when Malta withstood the bombs, I thought about that unknown person and I thought how much better it would be if the warmakers would just go fly their kites.

SO THAT'S the end of that. I'm supposed to help Trudie sell dresses, negligee and sportswear. So far, it has been her steady customers, sensing a kinship in the knowing of quality, who have helped her the most.

We don't always know names or faces, but we know the tug of a kite or a heart-string. Trudie's customers are from teen-age to 90-teen, and sometimes it is the older gals who buy the most cheerful colors.

SOME PEOPLE have said that because the shop is tiny it looks snobbish. Okay. Some of the garments are such that they COULD be worn with a tilted nose, except for one thing: You know and we know that people are just people. If you want to fly your kite from the Plaza's patio, bring your own string. Or, in case of emergency, you can always —

"Ask Trudie" THE PLAZA SHOP Dresses — Sportswear 39 East Montecito ELgin 6-1495

USE THE CLASSIFIED ADS. THEY BRING IMMEDIATE RESULTS.

Alverno Holds Science Fair

Alverno Heights Academy will hold its second annual Science Fair, Saturday, March 23 and Sun., March 24, in the school cafeteria. There will be entries from the biology and mathematics departments.

Included among the biology projects will be "The Embryology of the Chicken" and "Dental Hygiene." The mathematics entries will include such topics as "Pascal's Pyramid," "Linear Programming" and "Traversable Networks."

Judges will be: Mr. Lawrence C. Bevington, City Administrator and City Engineer of Sierra Madre; Dr. James P. Comerford, member of Sierra Medical Group; Mr. Walter LeGeir and Mrs. Judith Stockman, biology and mathematics instructors, respectively, Arcadia High School; and two faculty members of La Salle High School.

Exhibits will be open to the public from 1 to 4 p.m. Sunday, March 24.

Charity Fashion Show March 30

Mrs. Charles Knickelbein of 451 Camillo Road, Sierra Madre, is among the committee members for Alpha Iota sorority's Charity Fashion Show luncheon to be held at the Bel-Air Hotel on Saturday, March 30.

The theme of the day will be "A Hatful of Fashions" and is co-sponsored by six chapters in this area, with proceeds going to the charity project of the International sorority, the Institute of Logopedics.

Reservations may be made for the 12:30 p.m. luncheon by calling Mrs. Knickelbein at EL 5-0690, or Mrs. William Williams, president of the local chapter, at EL 5-9872.



Foothill-Rosemead Center WEATHER HOT?



Sirena Catalina Elizabeth Stewart Rose Marie Ried

The Look of Spring

Our smooth pouffed hair-do for you ...



FREE Hair conditioning treatment with every permanent ...

Permanent complete with Hair Shaping \$10.00 and up

Lacy's Beauty Salon

1336 No. Allen (Pasadena) SY 7-3515

GAY Spring FANCIES

Shop now, from our large selection of Spring and Easter Fashions for the Kiddies!

BE WISE, BE THRIFTY, BE HAPPY

Use Our Convenient Lay-Away Plan

COMPLETE HEAD TO TOE OUTFITS FOR BOYS AND GIRLS ...

... Infants to Size 14



Excitingly new with the latest in style and beauty!



youngland

"Your Shopping Center for the Needs of Youth"

31 W. Sierra Madre Blvd. Sierra Madre

OUR

"Thank You"...

TO THE MAYOR

AND

CITY COUNCIL

OF

SIERRA MADRE

FOR HAVING SELECTED

H & B Communications Corporation

TO RECEIVE YOUR FRANCHISE TO CONSTRUCT AND OPERATE

CABLE TELEVISION SERVICE

We appreciate the careful study of your elected officials that has gone into making this decision.
We are honored to have been selected over other well-qualified applicants.

What is Cable Television?

Cable Television is a service to people living in problem reception areas where distance or geography prevent good viewing of TV programs.

Cable TV places its master antenna at a high, remote, advantageous location for good, clear, strong reception. These stronger TV signals, after repeated filtering and amplification, are distributed into the home by coaxial cable that it attached to existing utility poles.

The advantages afforded by Cable Television include:

- Consistently excellent reception of TV stations
- More TV channels
- Safety from weather hazards and falling rooftop antennas
- Improvement of property values and neighborhood appearance

Who is H & B Communications Corporation?

H & B is the nation's leading owner and operator of Cable Television systems. We serve 70,000 families in 34 cities in the U.S. and Canada. We operate our service in 12 states. Our nearest Cable System is in Palm Springs, California.

H & B is a public corporation, owned by 7,000 shareholders, many of whom reside in this area. Its officers and directors are persons prominent in U.S. business and industry. Our only business is the operation of Cable Television Systems. We maintain a staff of well-trained and experienced engineers and managers who are acknowledged experts in this complex industry. The company's headquarters are in Beverly Hills. The Sierra Madre Cable System will be the closest to our home offices, thus having our maximum attention and interest.

WHAT SERVICES WILL BE OFFERED?

- Not less than 7 channels of TV reception. Engineering tests may establish that as many as 9 or 10 channels will be available.
- Reception of all FM stations operating in the Los Angeles area that can be received at the master antenna site. Not less than 5 stations will be offered, probably many more.
- Provisions for the later addition of an educational TV facility should one be practical in this area.

HOW DO I ORDER THIS SERVICE?

Before construction is completed, H & B will open a fully-staffed permanent office and service facility in the city of Sierra Madre. Announcement of the opening of the office will be made and applications for service will be received and processed in due course. Until then, questions concerning this service may be directed to H & B Communications Corporation, 404 No. Roxbury Drive, Beverly Hills, California.

How Does The City Benefit?

- 2% of the Gross Annual Receipts from monthly service charges will be paid to the city.
- For each subscriber connected, \$2.00 will be remitted to the city.
- New jobs will be created for residents of Sierra Madre who will be trained to staff and administer the service as employees of H & B.
- Taxes will be paid on full value of the cable improvements made by H & B. We estimate a minimum \$200,000 capital outlay within six months.
- Public Liability and Damage Insurance will be maintained in favor of the city in the amounts of \$100,000 and \$300,000.
- A \$10,000 Performance Bond will be posted by H & B as a guarantee that it will meet the required specifications for the duration of its 25 year franchise.

Other features? . . .

- There will be no interference with home TV antennas.
- Subscription to the Cable Television Service will be entirely optional. Subscribers may disconnect without penalty at the end of any month.
- Free trial privileges will be available.
- Subscribers will be surveyed from time to time as to their preference in cable services and stations. These preferences will be followed whenever possible.
- H & B will not sell or service television receivers, nor will it compete with your TV Serviceman who is engaged in the sale and maintenance of rooftop antennas.

What will it cost?

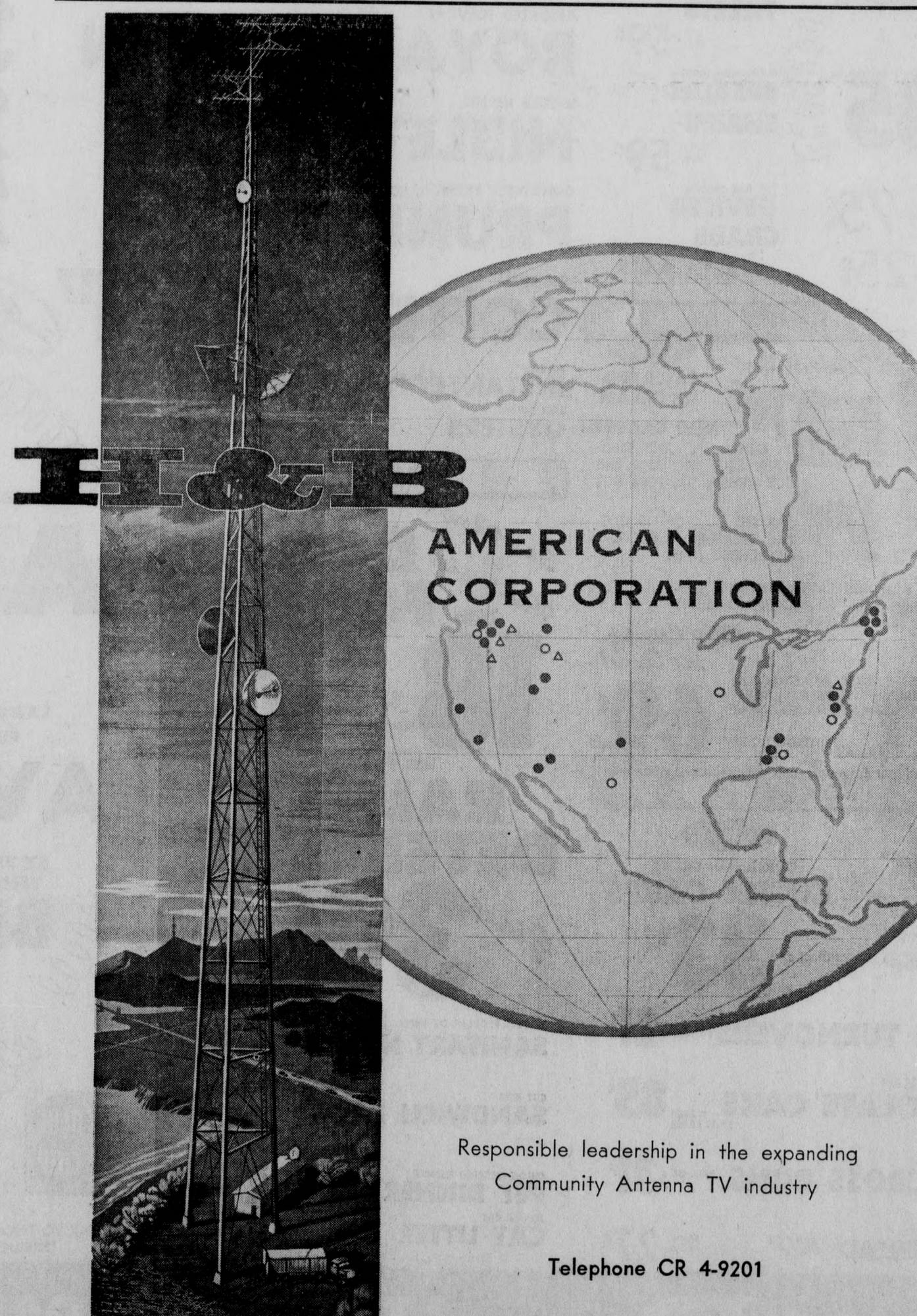
Following is the schedule of rates approved by your City Council:

	Single Family Residences	Apartment Buildings
CONNECTION CHARGE (MAIN SET) (Includes \$2 inspection charge by city)	\$16.95	\$16.95
EACH ADDITIONAL SET (If connected at same time as main set)	5.00	5.00
If requires separate call	10.00	10.00
MONTHLY SERVICE CHARGE (MAIN SET)	5.95	5.95
Each Additional Set	2.00	2.00
CONTRACT TRANSFER CHARGE (IF ANY)		
If cable in	5.00	5.00
If cable not in (includes \$2.00 inspection charge by city)	12.00	12.00
CHARGE FOR MOVING PLACE OF CONNECTION INSIDE BUILDING	5.00	5.00

Note: If the number of subscribers served under this franchise reaches 2500 and remains at or above that level for three consecutive months then the service would be reduced to \$4.95 a month. This reduced rate would be in effect for one year. If at the end of the year there were still 2500 or more subscribers the \$4.95 rate would continue for another year, and so on, on an annual basis.

Engineering of the installation will commence immediately and construction will begin within six months. Service will be furnished throughout the entire city of Sierra Madre within one year.

We plan to make applications to communities adjoining the city of Sierra Madre to permit the extension of services to nearby areas where a need exists.



Responsible leadership in the expanding
Community Antenna TV industry

Telephone CR 4-9201

H & B COMMUNICATIONS CORPORATION, a subsidiary of

H & B AMERICAN CORPORATION
404 NORTH ROXBURY DRIVE, BEVERLY HILLS, CALIFORNIA

CHAINWIDE GRAND OP SALE- E-BRATION!

Ralphs

SALE AT ALL RALPHS
STORES

CELEBRATION AT RALPHS
NEW WEST COVINA STORE

4 BIG VALUE DAYS! THURS • FRI •

SAT • SUN —MAR. 21, 22

GOLDEN PREMIUM MEATS USDA CHOICE ONLY

GROCERIES



Save More on
Golden Premium
Meats!
AT
Ralphs

CHUCK PRICE IN 7 YEARS!

CHUCK ROAST

—BLADE CUTS
33^c LB.

IT *Pays* **MORE**

Ways TO SHOP AT
Ralphs

BEST CENTER CUTS

7-BONE ROAST

39^c LB.

ROUND BONE ROAST

43^c LB.

BEEF CLOD or BRISKET

BONELESS ROAST

79^c LB.

STANDING—

RIB ROAST

79^c LB.

**CHUCK
STEAK**

45^c LB.

**RIB
STEAK**

85^c LB.

**GROUND
BEEF**

37^c LB.

GROUND CHUCK

59^c LB.

**GROUND
ROUND**

69^c LB.

FARMER JOHN
BACON 49^c 1/2-LB. PKG.
**SKINLESS
LINK SAUSAGE** 25^c 1/2-LB. PKG.

**STEWING
BEEF** 75^c 1-LB. PKG.
**SHORT
RIBS** 25^c 1-LB. PKG.

SEA PAK FROZEN
**DEVILED
CRABS** 69^c 9-OZ. PKG. OF 3

LOIN or RIB END

PORK LOIN ROAST

39^c LB.

**PORK
CHOPS**

69^c LB.

CENTER CUT
LOIN CHOPS
79^c LB.
MEATY LOIN
RIB SPARERIBS
49^c LB.

DAIRY

Fabulous! New!
Zip!
ICE CREAM
IT OPEN! . . . THE SANITARY SEAL PROTECTS THE ICE CREAM 'TIL YOU DO!

THE LID . . . OPENS LIKE THE TREASURE CHEST OF GOODNESS IT IS.
EASIER TO HOLD, EASIER TO STORE, NO MESSY FINGERS.

YOU'LL FLIP YOUR LID OVER THE LUXURY INGREDIENTS IN THIS LUSCIOUS, BETTER ICE CREAM: STRAWBERRY, ROYAL CHOCOLATE, PURE VANILLA, CRUNCHY ENGLISH TOFFEE

69^c HALF GALLON

Special INTRODUCTORY PRICE!

SPRY
SHORTENING
3 49^c 1-LB. CAN

Save More on Groceries AT Ralphs
**FRUIT
COCKTAIL**
2 29^c 1-LB. CANS

PACIFIC STA-CRISP

SODA CRACKERS

19^c 1-LB. PKG.

LAURA SCUDDER

MAYONNAISE

33^c 24-OZ. PRICE INCLUDES "4c OFF" LABEL

RALPHS

PEANUT BUTTER

39^c 1-LB. JAR

KERN'S STRAWBERRY

PRESERVES

2 49^c 1-LB. JAR

ASSORTED FLAVORS

ROYAL GELATIN

3 19^c 3-OZ. PKGS.

WHOLE KERNEL

NIBLETS CORN

2 29^c 12-OZ. CANS

SUNSWEET EXTRA LARGE

PRUNES

2 59^c 1-LB. PKG.

FOLGERS

COFFEE 59^c 1-LB. CAN

\$1¹⁷ 2-LB. CAN

FOLGERS

INSTANT COFFEE 89^c 6-OZ. JAR

\$1¹⁹ 10-OZ. JAR

EAST POINT

OYSTERS

London Special 10 1/2-OZ. 49^c

NON FOOD

CRISP FANCY

WASHINGTON WINECAP

Save More on Non-Foods! AT Ralphs

**DOG
FOOD**

18 16-OZ. CANS

\$1⁰⁰ REGULAR OR LIVER

ALL PURPOSE

**RALPHS
DETERGENT**

39^c Save 16^c

MODERN REGULAR OR SUPER

SANITARY NAPKINS

2 69^c PKGS. OF 12

CUT RITE

SANDWICH BAGS

19^c PKG. OF 75

CHIC-E-CHOPPED KIDNEY

PET DINNER

2 31^c 6-OZ. CANS

JOHNNY CAT

CAT LITTER

5 39^c 1-LB.

APPL

AVOCADO

BELL PEPPER

ONION

NO. 1 BROWN

ONION

EXTRA FANCY THICK MEAT

BELL PEPPER

NO. 1 BROWN

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635 NORTH AZUSA

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FROZEN FOODS

Save More
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Frozen Foods!
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**COUNTY FAIR
FRUIT
PIES**

29¢
Save 13¢

29¢
Save 10¢

19¢
Save 10¢

33¢
Save 12¢

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Save 16¢

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Save 18¢

19¢
Save 10¢

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59¢
Save 14¢

**PICTSWEE FROZEN FRENCH CUT
GREEN BEANS** 9-OZ. PKG. **21¢**
**PICTSWEE FROZEN
COOKED SQUASH** 12-OZ. PKG. **35¢**
**BIRDS EYE FROZEN FRENCH FRIED
POTATOES** 9-OZ. PKG. **29¢**

FABULOUS OFFER!
RALPHS "PIECE-A-WEEK" OFFER!
STAR BRIGHT FLATWARE
Created by Master Craftsmen...

DINNER FORK MAR. 21 THRU MAR. 27
REG. \$1.00 VALUE **19¢** PER PIECE
WITH EACH PURCHASE
OF \$2.00—NO LIMITS
(LIQUOR, TOBACCO & MILK
PURCHASES EXCLUDED)

**STANDARD TREASURY
WORLD'S GREATEST PAINTINGS**
**ALL 18 PORTFOLIOS
AVAILABLE NOW**
HURRY! OFFER EXPIRES
APRIL 15
PORTFOLIO NO. 1 ONLY **29¢** PORTFOLIOS 2 THRU 18, \$1.29 EA.



Save More
on
Fresh
Produce
AT
Ralphs

**CRISP FANCY
WASHINGTON WINEAP
APPLES 10¢ LB.**

AVOCADOS 2 for 25¢

**FANCY
K MEAT
BELL PEPPERS 19¢**

**NO. 1 BROWN
ONIONS 4 lbs. 19¢**

Freshness... Cleanliness... Quality...
Unconditionally Guaranteed!

ITEMS PRICES EFFECTIVE THURS.
SUN., MAR. 21, 22, 23 & 24

Ways TO SHOP AT Ralphs

Villa Views

By
Toni Maurin
SYcamore 7-9634

It's here, by golly, whether you like it or not, it's here! Put away that old felt hat and step out with the new straw. I don't care if it pours or not, it's spring!

I don't need any old calendar to tell me what's going on. I have been as restless as a moth on a light globe. I vacillate between redecorating the house and poring over travel folders every year about this time. Just about the time I get all settled on what I am going to try and persuade my husband to do, he asks me if I will affix my signature to the income tax form. You know, that form has a way

of curing me of spring fever every year!

Mrs. Polly McMullen received the surprise of her life last week when she dropped in on the Ben Rogers for a cocktail before going out to dinner. Ben and Virginia had planned a surprise birthday party with all of the trimmings. The guests all brought gag gifts and everyone had a marvelous time kidding Polly, who remained in a state of shock most of the evening.

The other guests were her husband, Ralph McMullen, Mr. and Mrs. A. Nelson Woodbury, Mr. and Mrs.

SIERRA MADRE NEWS-5
Thursday, March 21, 1963

Frank Williams and Mr. and Mrs. Weldon Henniger.

When you become five years old, it is time for a rather special celebration. Robin Anne Eppard, daughter of Mr. and Mrs. John Eppard of Fairpoint, celebrated her fifth anniversary on St. Patrick's Day with over 30 of her friends and schoolmates.

It is not hard to guess the theme of the party with such a day to have it on. Green, green, green. The children had several games to play and cartoons to watch. You might say it was the highlight of the ice cream set's social season.

Her guests were Anne Dorsey, Lisa Mounter, Cynthia Anderson, Jimmy Jouvenat, Lynn Blackman, Robert Callery, Madeline Crissman, Laura Deal, Michael

—Please turn to Page 8

CLASSIFIED

WORK WANTED

RELIABLE woman will baby sit days or evenings. 355-7311 A:9-10tf

RELIABLE LADY to baby sit day or eve. Own trans. Call EL 5-6900. A:10-26tf

EXPERIENCED mature baby sitter. Day, eve, wkends. Own trans. EL 5-3000

CARPENTER, CABINET, AND REMODELING WORK. 355-7311 A:9-20tf

ROOFER — 20 Yrs. Experience. Free estimates. J. La Lone EL 5-9929

PAINTER, experienced, reliable, xint. references. \$2.50 hr. EL 9-4861, Rm. 4.

LADY would like position as companion housekeeper for lady. I don't smoke, have own car. 793-8217. A:3-21

XLNT colored laundress. A-1 cleaning. Day work. SY 8-9906 or SY 2-3243. A:3-21-4-4

GARDEN SERVICE YARD CLEAN UP PLANTING AND TRANSPLANTING Tree Work — Hauling SY 7-8880

JAPANESE GARDENER Many yrs. experience. SY 4-8951 A:2-28-4-11

CARE of mother and baby. Practical nursing. Reasonable amount of housework EL 5-3260. A:11-30tf

IRONING done in my home. Reasonable. 111 N. Sunny-side. EL 5-3779 A:11-1tf

XLNT ironing in my home, \$1 hr. 329 W. Montecito. EL 5-0775. Lois Wallace. A:10-18tf

IRONING in my home. General housework, baby sitting. EL 5-9593 A:11-22tf

WALLS AND WINDOWS WASHED FLOORS WAXED HERMAN DAVIS EL 8-7762

JIM'S CHAIR REPAIR — Furniture refinishing. Antique wht. & gold finish. EL 9-9631 A:1-10tf

HELP WANTED

HOUSEKEEPER needed to attend invalid, prepare light lunch, dinner for 2. Hrs. 9-5. EL 6-1154. 1350 Tropical, Pasadena. B:3-21

JAPANESE cleaning woman half-day Fri. or Thurs. (some ironing) EL 5-8550 B:3-21

OLDER woman experienced with small child or baby. Vry it. housewk. EL 5-8364 B:3-21

WANTED TO BUY

KUMQUATS will buy medium to large size fruit. Call Mr. Ward. EL 5-1218 M:3-14tf

FOR RENT

Large Deluxe 2-BDRM. UNFURN. APT. W/w carpets, drapes, air conditioned, built ins. Heated pool. Block to shopping. Older child O.K. 32 ESPERANZA EL 6-1120

FURN. bachelor apt. Priv. Util. pd. \$65 EL 5-0356

\$110 — 2 B.R., No Stairs Unfurn. apt., rugs, stove, refrig., drapes, pvt. patio. Wistaria Apartments 420 W. Sierra Madre Blvd. EL 5-8461 SY 6-2689 D:3-14tf

Additional Classified On Page 7

FOR RENT

FURN. bachelor apt. Single w/kitchenette & bath rm. Repainted interior, yard. Picturesque setting \$40. water pd. No. 13 near 495 Sturtevant Dr. EL 5-0046 D:3-14tf

BRAND NEW

2-Bdrm. unfurn. apts. W/w carpets, drapes, air cond., dishwasher, blt. ins, lge. cupboards. 2 car parking. 252 Mariposa EL 5-7696

PANORAMIC VIEW. Privacy Own sundeck. Lovely lge. 2 bdrm. 2 bath, (unfurn. apt.) Adults. 451 N. Baldwin. D:3-14tf

2 FURN. rms., water and util. pd. Cheap. EL 5-0978 after 3 p.m. D:3-7tf

OFFICES OR SALES SPACE Fully Air Conditioned Utilities paid — Janitor SIERRA MADRE'S NEWEST OFFICE BUILDING 49 S. Baldwin Inquire EL 5-3456

SPACIOUS 1-bdrm. furn. apt. New deluxe, air cond., upper Adults EL 5-7747 D:3-21tf

BACHELOR cottage, very clean, pvt., \$55, furn. 514 E. Montecito. EL 6-1852 D:3-21tf

LARGE 2-bdrm. apt. Bt-ins. air cond., \$110. 95 E. Laurel. 355-6992. D:3-21

NEW 2 large bdrm. apt. W/w cptg., drapes, air cond. 1 school child O.K. No pets. \$110. 237 N. Mt. Trail, Apt. B open. ED 5-5617 D:3-21

FURN. well built 1-bdrm. cottage in pleasant shady court. Repainted interior, small fenced yard, water paid. \$75. 461 Sturtevant Dr. No. 6, Sierra Madre. EL 5-0046 D:3-21tf

FURN. 1-bdrm. cottage. Ideal for single person. \$50. Pangborn EL 5-8429 D:3-21

FURN. 1-bdrm. flat w/patio. Adults. \$80. Util. included. 355-6065. D:3-21

VERDE VISTA APTS. All electric W/w cptg., drapes, pool From \$120 2 & 3 BDRMS. Children and/or pets accepted 59 Esperanza Apt. Apt B Sierra Madre 355-7045

TRUST DEEDS

PRIVATE funds for R.E. financing. 1st or 2nd T.D.s. Refinancing at 6 per cent. L. V. Lindsey, 1045 W. Huntington Dr., Arc. HI 6-5229 MU 1-0661 T:8-9tf

WELL secured 2nd Trust Deeds purchased at prevailing discounts. The Foothill Credit Co., Sierra Madre EL 5-0046 T:2-14tf

DRESSMAKING

EXPERT in fittings and alterations. Also new garments made. EL 6-1874.

EXPERT seamstress, new garments, Tailoring, Alterations. DM:3-7-5-9

FOR SALE — MISCELLANEOUS

FORMERLY IN SERVICE STATION 1—8 1/2' steel bench with 2 cupboard doors, 1 lge. & 1 sm. vice; 1—1/4 grinder and 4' backboard. 1—6' Coca Cola dispenser 1—7 Assorted Candy Bar dispenser 1—2-tier tire rack with casters 1—7 Brand cigarette machine 1—Single stand 5 cent peanut machine 1—Henderson Tireman w/all attachments EL 5-1880 after 4 p.m.

PERSONALS

SINGLE? WIDOWED? LONELY? If you are single, widowed, lonely, join this fine social club. Meet refined ladies, gentlemen; any age above 18 or creed. One year membership. For information, write in to: Dept. SMN, Universal Publishing Service, P.O. Box 387, Evanston, Ill. N:3-7-28

MISCELLANEOUS

PERMANENTS\$8.50 up Shampoo and wave\$2.50 Open Mon. thru Sat. WISTARIA BEAUTY SHOP 55 N. Baldwin EL 5-9526

FOR SALE — MISCELLANEOUS

USED VICTOR 8 column ADDING MACHINES with subtraction \$30 EL 5-9404

36"x60" gray Italian marble coffee table. \$60. EL 5-6781. E:3-14tf

PRE-TEEN or PETITE? Brand new — never worn. 2-pc. navy blue suit w/ blouse attached, size 5. 355-1425 after 6 p.m.

LINE-A-TIME w/magnifier. Ideal for office copy work. EL 5-9437. E:3-21

BUNK bed, mattresses and ladder. \$65. EL 5-3278 E:3-21

OLD pump organ, walnut drop leaf table, old table lamps, round din. table. Josephine Curtis Antiques. 35 E. Montecito Ave. EL 5-8590 E:3-21

FACTORY SECONDS—Picked melon rind, preserves, olives, Ward's Factory, 273 E. Highland. No deliveries. E4-6tf

2 FOR 1 SALE Fresh stock daily of men's, women's, children's clothing and misc. Buy 1 item at reg. low price, 2nd item free. Good radios, TV, appliances, furn. at prices that will amaze you. Come in today and save \$\$\$.

Open every night till 9 VETERANS THRIFT STORE 25 E. Colorado, Pasadena E:11-15tf

SAFE

McNeal & Urban

FOR SALE

24 Inches Wide 24 Inches Deep 36 Inches High on rollers

Make Us An Offer

SIERRA MADRE NEWS

Safety-800 Tire

Quality With a Savings

Now enjoy the extra benefits of U.S. Rubber's patented CVC compound in your own next set of tires. No other tires on the market have CVC...the exclusive bonding agent that gives U.S. ROYALS added strength, safety and security.

\$17.95 750x14

TUBELESS BLACKWALL Plus tax and smooth tire off your car. WHITEWALL, ADD \$3.00

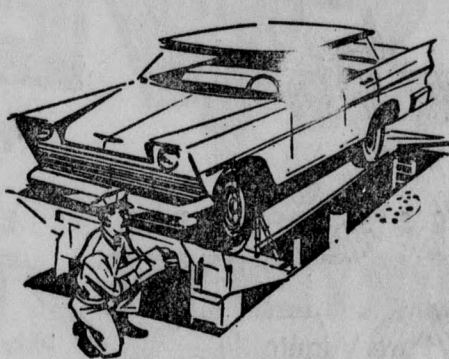
Free Mounting • Easy Terms



WHEEL ALIGNMENT and BALANCE

Both for **\$8.88**

Except Imports Air Conditioning Extra



ALL WORK DONE BY FACTORY-TRAINED MECHANICS

1. Correct wheel alignment. Inspect and correct caster and camber and align toe-in and toe-out to correct condition.
2. Precision balance both front wheels. Install necessary weights to correct uneven tire wear. Safety check steering and all tires.

Just say "CHARGE IT" — or BankAmericard

BIG BUY IN THRIFTY TRUCK TIRES

U.S. ROYAL
Stalwart Nylon-C

\$14.74

plus tax and retreadable tire

Proved Tread Design for greater anti-skid performance, big traction, long mileage. Powerful Buttresses to dissipate tire-killing heat, cut down on roll, improve handling. All-Nylon Construction adds extra strength and durability to plies, shock pads, beads.

OTHER POPULAR SIZES AT EQUAL SAVINGS

670x15\$17.49
700x15\$23.00
650x16\$19.08
700x16\$22.95
700x17\$26.66
750x20\$46.15
825x20\$48.03



USED TIRES

Too good to retread! **\$3.95 UP** WHITEWALL-BLACKWALL TUBED-TYPE, TUBELESS

EASY TERMS

You Know Your U.S. Royal Tire Dealer! In Business Since 1919

TIMMONS & PROSSER
U.S. ROYAL TIRE CENTER

Budget Terms — 30 Day Charge

1880 E. COLORADO 1 Block East of Allen SY 6-8186, MU 1-7889

U.S. ROYAL SAFETY 1

Melissa Jane's Antiques



Specializing in cut glass, art glass, unusual pieces of rare furniture, lamps, and other very fine antiques.

Open daily
9:30 a.m. - 5:30 p.m.
Sundays by appt. only
EL 8-2257, home

55 1/2 E. Foothill Blvd.
Arcadia HI 7-7787

Symphony Juniors Perform March 31

On Sunday, March 31, the Pasadena Symphony Juniors in cooperation with the Pasadena Area Youth Music Council will present the Pasadena Symphony Orchestra, Dr. Richard Lert conducting, in two performances at 2 and 3:30 p.m.

The concert selections will include: "In Medias Res" (Peter Korn); the first movement of the Concerto for Violin and Orchestra in A Major (Mozart); "Fingals Cove Overture" (Mendelssohn); "Dance of the Blue Ox" and "Night-Paul's work Done" from "Paul Bunyan Suite" by Bergma; "The Swan" and "Allegro Appassionato, Apus 43" from "Carnival of Animals" (Saint-Saens); "Infernal Dance of the Subjects of Katschei" from "The Firebird Suite" (Stravinsky). Most of the music for this concert has been inspired by folk lore, legends and myths and should be of great interest to the children.

The two soloists this year, Linda Quan and Nathaniel Rosen, are winners of the Pasadena Youth Music Council auditions held last June. Linda will be featured in Mozart's "Violin Concerto" and Nathaniel (cello) in "The Swan" and "Allegro Appassionato."

Funds derived from the Juniors' successful November benefit—a fun train ride to Riverside and dinner and dancing at the Mission Inn—will be used to partially defray the costs of the concert. The Pasadena Juniors will usher and staff the Pasadena Civic Box Office for ticket sales the day of the concert from 12 noon until concert time.

Young concert goers will include Kathy and Rob Koenig, Roger Cutting, Wendy and Donald Cowan, Mark and Melanie Lester, Jennifer and Peter DeRienzo and Cynthia Sessions.

A Viennese coffee at the home of Mrs. Harry Van de

Medical Research Group Installs

Mrs. David F. Pon Tell of San Marino was installed as the new president of the Associates of the Pasadena Foundation for Medical Research at a regular morning meeting, March 12, at the N. El Molino Ave., Pasadena. Mrs. Pon Tell replaces Mrs. Charles Edwin Davis who has been president for the past two years.

Also named as officers for

the new year are Mrs. Timothy Holabird, first vice president; Mrs. O. Morey Smith, second vice president; Mrs. William Cameron, corresponding secretary; Mrs. J. Chalmers Wright, recording secretary, and Mrs. Robert E. Baumgarten, treasurer. Standing committee chairmen include Mrs. William G. Corey, Jr., hospitality; Mrs. Charles S. Olmsted, public relations; Mrs. Thomas C. Baker, telephone, and Mrs. Edward V. Winterer, volunteer.

Mrs. Pon Tell said she and her colleagues are developing a broad program of activities, the proceeds from which will be earmarked for expansion of the Foundation's research and educational facilities. The Pasadena Foundation is an independent, non-profit organization primarily devoted to research into the causes and potential cure of cancer.

Social and Club Activities

Orchid Society To Meet Mar. 21

The San Gabriel Valley Orchid Hobbyists will hold their monthly meeting Thursday, March 21, at 8 p.m. at the Los Angeles State and County Arboretum, 301 N. Baldwin Ave., Arcadia.

The feature of the evening will be a film entitled "Oriental Holiday." This presentation will be a travelogue showing the various points of interest to be seen on a tour to the 4th World Orchid Conference in Singapore, Malay.

There will be a plant forum discussing the culture of the many plants brought to the meeting by the members. Anyone interest-

Lofgren Sons

Abroad Carrier

John R. Lofgren, seaman, and Eric A. Lofgren, airman apprentice, sons of Dr. and Mrs. Warren F. Lofgren of 200 S. Sunnyside Ave., are serving aboard the aircraft carrier USS Ranger, the site of the February 14 ceremony commemorating America's first salute from a foreign power.

The Ranger, now on her fourth Far East cruise, has visited Yokosuka, Japan, and Subic Bay and Manila, Philippines, since leaving her homeport, Alameda, Calif., in November.

SM Civic Club Spring Tonic April 18

"Spring Tonic" is being presented in the form of the Sierra Madre Civic Club's salad luncheon and card party to be held at the Sierra Madre Woman's Club on April 19 from noon to 4 in the afternoon.

"Tonic" will be spring fashions from the Plaza Shop informally modeled during the luncheon. General chairman for the affair is Mrs. Richard Keppler with Mrs. Edward Chapman, Mrs. William Gibson, Mrs. Robert Pendl, Mrs. Willard Mescher, Mrs. Stuart Fried and Mrs. G. Norman Kennedy assisting her.

Proceeds of the affair are to be used toward the major club philanthropy for this year. This is the purchase of an additional resuscitator for the Sierra Madre Police Department. There is a definite need for this piece of equipment as many times more than one resuscitator is needed.

Tickets are available from any Civic Club member at \$1.50, or, by calling EL 5-0754.

Alpha Chi Omega To Dist. Meet

Alpha Chi Omega is holding 20 Province District meetings throughout the United States this spring. Delegates from the San Gabriel Valley Alumnae of Alpha Chi Omega Evening Group are Mrs. Robert Severson of San Gabriel, incoming president of the group, and Mrs. Robert Stewart of Arcadia, incoming president of the Southern California Executive Board. Other representatives from this area are Mrs. Grant L. Changstrom and Mrs. Galen Stouder of Pasadena and Arcadia respectively.

These local representatives will attend the meetings March 23 and 24 to be held at the new chapter house of Alpha Chi Omega at San Diego State University. The main business at each meeting will be the election of province president and a district alumnae chairman. There will be workshops and discussions on the assets of a strong fraternity—sisterhood, scholarship, personal improvement, leadership and service.

The tour hours are from 10 a.m. to 6 p.m., and during that time tea will be served at the Villa, 675 W. Highland Ave., Sierra Madre. For ticket telephone AT 6-4738.

Sierra Madre PTA Plans Hobby Show

A community hobby show, sponsored by the Sierra Madre PTA, will be held at the Sierra Madre School, 141 W. Highland, Monday night, March 25, at 7:30. Everyone is invited to attend.

Many interesting exhibits have been planned. There will be a display from the Creative Arts Group and the Senior Citizens. Mr. and Mrs. James Densmore, whose hobby is flying, will show a collection of flight plans, maps, books on aviation and a model of their own plane. They will also display some examples of Origami—the Japanese art of paper folding.

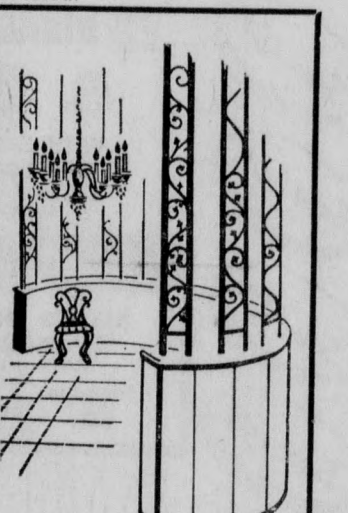
Mrs. Dale Howbert will show her three dimensional wood carvings. There will be many children exhibiting their hobbies as well as family projects and other individual contributions.

Every member of the community who has an interesting hobby and is willing to share it is urged to be an exhibitor. All ages are welcome to participate. If you wish to take part contact Mrs. A. K. Hackbarth at EL 5-2433.

PTA officers for next year will be elected during a short business meeting and after a brief discussion all members will be given an opportunity to vote by ballot on the National Congress legislation program.

Woman's Club Plans Tea

Mrs. Henry Wade Sr., will hostess the tea to be held by the Woman's Club on Wednesday, March 27, at the clubhouse at two in the afternoon. Mrs. Cathryn Elliott and Mrs. Jessie Code will pour at the tea table. Program chairman, Mrs. A. A. Myers, announces that the film "Show Gardens of California" will be shown with Vera Davis as moderator. All members and the interested public are cordially invited.



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37¢ lb.

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FRESH PORK PICNIC
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FRESH EASTERN
Pork Butt Roast 45¢ lb.
FRESH EASTERN
Boneless Pork Butt 55¢ lb.

PORK LOINS
Fresh... From Eastern Corn-Fed Porkers
WHOLE LOIN 47¢
LOIN END ROAST 45¢
Full Rib Half 37¢ lb.

FRESH SHOULDER CUTS
Pork Steaks 49¢ lb.
FRESH, SMALL MEATY SIZE
Pork Spareribs 49¢ lb.
OUR OWN FRESHLY GROUND
Pork Sausage 39¢ lb.

Fancy Eastern
PORK CHOPS
LOIN END 47¢
CENTER CUT 67¢
Rib End 43¢ lb.

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CHUCK STEAKS U.S.D.A. CHOICE 45¢
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BREADED SHRIMP 1 lb. Pkg. \$1.79
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PORK OR CHICKEN CHOP SUEY, SHRIMP CHOW MEEN, FRIED RICE OR EGG FOO YOUNG... Pkg. 39¢
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SLICED WISCONSIN Cheese
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Our Own... Rich and Creamy... Fine for Snacks... Melts Perfectly for Toasted Sandwiches. Save 16¢ lb.
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Reg. 73c Size Save 43¢
Includes 12c Off Cash!

Kitchen Charm Wax Paper 100 FT. 19¢
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SUNKIST Navel Oranges
SWEET, JUICY, LARGE SIZE
CALIFORNIA'S FINEST QUALITY
2 LBS. **29¢**

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JERSEYMAID FRESH BUTTER 1st Quality—Grade AA 1 Lb. Cin. **67¢**
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JERSEYMAID ICE CREAM Catering Quality 1/2 Gal. Cin. **59¢**

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STRAIGHT KENTUCKY BOURBON Colonel Tyler Save 40¢ FIFTH **\$3.59**
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Plain or Sugared DOUGHNUTS... 29¢
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Easter holds a special message for each of us. And you'll find the Easter message you want to send in the beautiful and expressive range of Hallmark Easter cards. Compliment your friends and your own good taste with beautiful Hallmark Easter cards "When you care enough to send the very best."

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PTA Show hobby y the will be Madre ghland, 25, at ited to exhibits There om the p and r. and asmore, g, will flight t will onional e will exhibit- well as other e com- interest- ing to be an are te. If con- trth at year ng a g and on all n an ballot gress will held on t the the n. Code ble. Mrs. that us of town dera- e in- ally

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Straight classified 45c a line, \$1.25 minimum; 3 times or more \$1.00 minimum. Classified display, \$1.15 an inch; monthly, \$1.05 an inch. Directory rate 90c an inch, monthly only. Deadline for Ads 2 p.m. Tuesday. EL 5-3324

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USED TRUCK SPECIALS

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Cust. Cab, R&H, Bus Type Mirr., Dock
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3 YEAR CONTRACT
\$225
DOWN **\$725**
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Standard Trans., Heater,
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6 cyl., Htr., Step Bump.
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- '55 CHEV. 2 TON STAKE 12'
4 Spd., 2 Spd. rear Axle.
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Red and Black
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- '55 CHEV. 3/4 TON PICKUP
Standard Trans., 6 cyl.
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Stand. Trans., 6 cyl.
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Dia. Plate Step Bump.
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USED CARS

Thursday, March 21, 1963

SIERRA MADRE NEWS-7

FOR SALE—REAL ESTATE

BY OWNER, lge. 3-bdrm.
house on 2 lots. Fenced,
h.w. floors, tile bath & 1/4,
stall shower, garbage
disp., dbl. garage. Newly
decorated. Near Sierra
Mesa School. \$24,500 —
\$3,000 down. EL 5-0097 or
AN 2-9060. C-2-231f

SPLIT LEVEL CONTEMPORARY
on Cul de Sac Street
OPEN SUNDAY 1 to 5
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3 & conv. den, 1 1/2 baths,
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We Give Blue Chip
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New Hardwood Floors
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All Work Guaranteed
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**Fruit Tree Trimming
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Up to 25 yrs. to repay
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HILLSIDE HOME. Liv. rm.
w/views, frplc. 3-bdrms.
Secluded patio w/roof,
frplc., large level play
area, many trees. 2 car
garage. \$19,950. Owner
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FOR SALE—REAL ESTATE

IT'S A BEAUTY
3-Bdrms., 1 1/2 baths plus
paneled fam. rm. w/ran-
dom pegged floors. Lots
of trees, mountain view,
on quiet st. Extras galore
\$34,950
Diane Stone
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John E. Grech

BEST LOCATION
62 W. Alegria
Modern 4 bdrms. 2 ba.,
liv. rm. 15x22, w/w car-
pet, drapes, 220 wiring.
New Flair stove. No loan
charges. Reduced \$22,950.
Courtesy to brkrs. Phone
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Jessie Cook, Brk.
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Flamingo

MOUNTAIN MEADOW
Charming 2 and Den,
Natural kitchen, double
garage, superb view.
Owner has moved and is
ANXIOUS to sell \$16,900

GO FIRST CLASS
If you demand First Class
Area, First Class Quality
Construction, don't fail to
inspect this beautiful
custom-built original
owners 2 Bedroom and
Dining Room home,
gleaming tiled Pullman
bath, big sparkling kit-
chen, in top condition
throughout, double gar-
age, tool room, lush lan-
dscaping, planted and
walled for complete pri-
vacy. Submit your down
payment and owner will
carry balance \$19,000

ELEGANT 5 BEDROOM & FAMILY ROOM
Custom Mediterranean home
3 years old, over 2900 sq.
ft. Sunken Living Room,
formal Dining Room, 20'
Ash Kitchen w/all built-
ins, 16x20 Family Room
w/fireplace, 5 lovely bed-
rooms, 2 1/2 tiled baths,
beautiful grounds 75x200.
Quiet turn-around street.
Appt. please. \$48,500

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Sierra Madre

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24-Hour Number —
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BEING REDECORATED AND REMODELED
1 1/2 story Colonial in
N.W. section. 3 bed-
rooms, 2 baths, tile,
elec. dryer, 2 car gar-
age, avocado trees,
barbecue area. Sewer
paid —
\$21,000

RUSTIC CHARMER
Quiet street close to
hills, 4 plus bedrooms,
2 baths, loads of stor-
age, remodeled kit-
chen and dining area
glazed to Mt. and
swimming pool views.
1 1/2 story home will ac-
commodate large fam-
ily.
\$25,500

SPACIOUS HOME FOR LARGE FAMILY
1 story 3 bedrooms,
den, dining room, 2 1/2
baths, 16x28 ft. carpet-
ed living room, fire-
place. Large glassed
lanai porch, gravity
furnace. Zoned for 10
units after family
raised.
\$29,500

CHOICE R-3 LOT
100x195 Close In
\$28,500 plus
sewer bond

4-BDRMS. 4 1/2 BATHS
15,000 sq. ft. of Lcmd
Spacious Mediterranean
in excellent location.
Large liv. rm., w/fire-
place, fam. rm., fam. din-
ing rm., large kitchen
w/separate breakfast
area. Lots of space for
the family. Reduced price
\$39,900 with 10% dn.

EL 5-9164

NAPIER REAL ESTATE
Notary Public
25 S. BALDWIN
SIERRA MADRE
ARCADIA
MULTIPLE LISTING

FOR SALE—REAL ESTATE

HILLSIDE HOMES
Older needs work, 3
bedrooms, 1 1/2 baths,
parking 3 cars, valley
view
\$13,500

Refurbished 2 small
bedrooms, good view,
tree-house deck, work
shop and garage, park-
ing 3 extra cars, plus
2 separate deeded lots.
All for —
\$15,000

Beautifully rebuilt liv-
ing room and dining
room, picture window
view of valley, fire-
place, hardwood, ma-
hogany paneling, new
fireplace. Home has 2
bedrooms plus 2 un-
finished bedrooms.
\$16,500

BEING REDECORATED AND REMODELED
1 1/2 story Colonial in
N.W. section. 3 bed-
rooms, 2 baths, tile,
elec. dryer, 2 car gar-
age, avocado trees,
barbecue area. Sewer
paid —
\$21,000

RUSTIC CHARMER
Quiet street close to
hills, 4 plus bedrooms,
2 baths, loads of stor-
age, remodeled kit-
chen and dining area
glazed to Mt. and
swimming pool views.
1 1/2 story home will ac-
commodate large fam-
ily.
\$25,500

SPACIOUS HOME FOR LARGE FAMILY
1 story 3 bedrooms,
den, dining room, 2 1/2
baths, 16x28 ft. carpet-
ed living room, fire-
place. Large glassed
lanai porch, gravity
furnace. Zoned for 10
units after family
raised.
\$29,500

CHOICE R-3 LOT
100x195 Close In
\$28,500 plus
sewer bond

4-BDRMS. 4 1/2 BATHS
15,000 sq. ft. of Lcmd
Spacious Mediterranean
in excellent location.
Large liv. rm., w/fire-
place, fam. rm., fam. din-
ing rm., large kitchen
w/separate breakfast
area. Lots of space for
the family. Reduced price
\$39,900 with 10% dn.

EL 5-9164

NAPIER REAL ESTATE
Notary Public
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SIERRA MADRE
ARCADIA
MULTIPLE LISTING

FOR SALE—REAL ESTATE

OPEN SAT.-SUN.
385 Toyon Road
Sierra Madre
Near new contemporary.
View. 3 bdrms., 2,000 sq.
ft. By owner.
\$35,950

SY 5-0297 or EL 5-0966
evenings and weekends

OPEN HOUSE
SAT.-SUN. 1 to 5
286 W. LAUREL
E. of Lima St.
(only 1 left)

◆ New 3-bdrm., 1 1/2 bas.,
Fam. Rm. Just
completed

◆ 100% Lush wool
carpeting

◆ Vinyl floor coverings

◆ G.E. bit. in oven &
range

◆ Fireplaces

◆ PLUS many other
features

\$22,950 — \$2,500 DN.
Trade your house in

New homes under
construction
From \$25,950-\$31,950

SOLD
75 W. BONITA
Older 3-bdrm., dining
rm., fireplace, wood car-
pets, etc. Needs some re-
decorating.
\$16,950

Terms to suit
Walt Richter
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EL 5-0201 Evening — EL 5-1920

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built-ins, natural wood, fireplace, F.A. heat, carpets,
HI FI, double garage — Tae most beautiful swim
pool imaginable. A truly picturesque setting among
exclusive homes. Yes it's a dream home and only
\$38,500.

4 BEDROOMS — 2 1/2 BATHS — BIG FAMILY ROOM
Fireplace — carpeting — separate dining room. Love-
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paneled family rumpus room has wet bar and bar-
BQ. For a big family this home is really a find.
Vacant. Immediate possession. Owners moved. Must
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Compliments this 3 twin size bedroom ranch home.
Separate dining room. Tub and stall shower. Lovely
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3 bedroom and big family room, 2 baths, kitchen
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Weekly Shades Of Hastings

8-SIERRA MADRE NEWS
Thursday, March 21, 1963

Spring is here! Now it snows! Now it rains! Oh hail! Whither goes thou, oh Ground Hog? Art thou drowned? Chicken pox have come and gone — don't look now, but the measles are coming, tra la, tra la! Togetherness can be beautiful, but how much can one family bear?

MERCY!!! Jack and Fran Morton couldn't care less about our "unusual" weather. They are visiting relatives in Nassau and enjoying balmy breezes and warm sands. Nancy Grassley invited Nancy Ferguson and Mary Helen Moore for a dessert-bridge in Fran's honor, and presented her with a going-away gift.

The Tuesday Musicales Juniors held their Spring Benefit Concert recently in Harbeson Hall at Pasadena City College. This is an exceptionally talented group. In order to become a member, one must enter into competition and, if chosen, may join Mrs. John Palmer, who is a music teacher, took a group of her students to this concert. Those attending were Laurie Veale, Ann Harris, Valerie Wright, Patty Hurter, and Leslie Palmer.

We have some new neighbors on our street. Stopped by to introduce ourselves and learned that Al and Vivian Ginther and son, Don, have been living on the hill for some time. They have just purchased their home at 1415 Daveric Drive. Don is a student at P.C.C. Their oldest son, Gary, is a hair stylist in Mexico City. Because his name is so difficult to pronounce in Spanish, he is referred to as "The Blond One." Mr. and Mrs. Ginther will visit him this summer and, while there, they will attend several functions at the American Embassy as special guests of the Ambassador.

Las Jardineras, Lower Hastings Ranch Home and Garden Club, will gather to leave for their annual Spring Luncheon at 11 a.m. Tuesday, March 26, in front

of Mrs. George Starrett's home at Cliff Drive and Greenhill Rd. According to Mrs. Starrett, luncheon chairman, the group will then travel in cars to Lawrence's Food Center on San Fernando Road in Los Angeles. After a private tour through the seasoning plant, the club members and their guests will be served arroz con pollo (chicken with rice) in the San Rafael room of Lawrence's.

Although the club is limited to 35 members, the invited guests have increased the number of luncheon reservations to 64. Mrs. Eric Perry and Mrs. George Ward are assisting Mrs. Starrett with the luncheon arrangements.

New members of Las Jardineras and invited guests may appreciate knowing that this has always been a very "dress-up" affair. The new spring suits and array of elegant hats should make this a real Easter Parade preview this year.

Surprise! Yes, it was a real one for Mr. and Mrs. Donald P. Wilson, when their son, Airman Ed Wilson, arrived unexpectedly from Florida. He has been gone almost a year, during which time he visited South America and Trinidad. After several weeks' leave, he will return to his Pensacola base.

Helvi Mikulka says she just hasn't done a thing or been anywhere. She's just remodeling and enlarging her whole house. That's all? Chef John Veale, assisted by wife Jo, served barbecued steaks fit for a king to appreciative diners Bruce and Marjorie Crane, Horace and Eileen Ray, Larry and Theda Elfelt, Darrell and Patty Wright, and Grant and Phyllis Otten. The group later played bridge.

Shamrocks, shilleleghs, top hats, and green streamers were the decor for the 10th birthday anniversary of Cindy Korngiebel, daughter of Mr. and Mrs. Albert A. Korngiebel. After ice cream and cake, and the excitement of opening gifts, the party went ice skating. Young ladies attending this affair were Joan Bowman, Margie Campbell, Robin Andrews, Margie Evans, Sara Lynn Jones, Rebbie Kates, Randy Roberts, Robin Victor, Janice Box, Gwen McLaughlin, Connie Pursley, and Dorren Horn.

Tonight's the night — the grand opening of the Field Extravaganza "Sugar and Spice" at 8 p.m.! The all important crew is made up of Jean Green, Paul and Laura Robertson, Loring Dyer, Neal Rowley, Pat Corsello, Laura Brannon, Lillian Braden, Nancy Wills, Marian Hybiske, Norma Sullivan, Phyllis Goddard, Phyllis Hoffman, Pat Rostker, Sally Simpson, Lolly Adler, Helen Dyer, Jeanne Braley, Ellen Holst, and Lucille Washburn. In the Women's Chorus are Shirley Anderson, Jean Baker, Jan Brittell, Dorothy Bruce, Jeri Fey, Georgine Keirn, Norma Nurches, Barbara Pankey, Marian Pechota, Mary Skamser, Jean Stivers, Cass Woodworth, Marge Rowley, Mary Haver, Faith Williamson, Jan Beringer, Phyllis Miller, Ginny Edwards, and Alice Callow. The Men's Chorus includes Don Beringer, David Bruce, Ray Bowers, Rob Christmas, Joe Cummins, Harry Gruwell, Paul Nurches, Chris Meler, Bill Pankey, and Jim Stivers.

Specialty acts will be performed by Jan Brittell, Norma Nurches, Marge Rowley, Dolores Zinsmeyer, Joe Cummins, Ginny Edwards, David Bruce, Harry Gruwell, Gayle Schleuter, Chuck Coates, Mary Haver, and Carol

Bond. Acting in skits are Chuck Callow, Betty Coates, Doris Hart, Maggie Barnard, Jeanne Steffens, Pete Woodworth, Bob Fey, David Zinsmeyer, Jack Horne, Gordon Hyde, Warren Bacon, Nita David, Flo Barnes, Cass Woodworth, Homer Ozenegar, Shirley Anderson, Delora Deal, Betty Garren, Sue Cummins, Marion Rowe, Joseph Michels, Cliff Hillis, Owen Parry, Ray Bowers, Bob Christmas, Bob Anderson, Leslie Shepherd, and Helen Davenport.

Dancers are Marilyn Anderson, Barbara Pankey, Flo Barnes, Mary Skamser, Dolores Zinsmeyer, Sue Cummins, Dorothy Bruce, Nita David, Marion Rowe, Nita Bacon, Dorothy Lich, Maggie Barnard, Doris Hart, Lenore Almazar, Alice Callow, and Jan Beringer. Betty Gruwell is the director, and Evelyn Dannon is music director, with Florence Bowers as accompanist. The show was written by Betty

Gruwell and Marge Rowley (from Don Benito). It will be presented March 21, 22 and 23 in the Field Elementary School auditorium.

You may think that Noah had problems, but he should have had ours! We can't put two of anything in our Ark. Maybe we should have gotten expert help! Right now it looks pretty silly floating in the bathtub. The parakeet got seasick and even he won't ride in it any more!

— — — MERCY!!

by
Margily Rowzov
EL 5-7736

VILLA VIEWS

Gibson, Eric Maurin, Synthia Gilchrist, Philip Matthews, George Moss, Melinda Moss, Terry Oldknow, Heidi Raymond, Kim Ruge, Gary Shell, Robin Summit, Susan Wilkins, Ronald Natter, Roderick Weishaupl, Ramona Weishaupl Diane Glassford, Roxanne Glassford, Ronald Anderson and Mark Eppard.

I always get lots of little tid-bits of news when the Rosemary Cottage Bridge Group No. 2 gets together. This time they met at the home of Mrs. Charles Harrison on Fairpoint. You

might say they barely met there. The Hardisons had just returned from a five-day trip up San Francisco way with their daughter, Robin. They stopped by San in to some of their old friends from the time when they lived there. They also took a little time out for Carmel and Monterey. . . . Back to the bridge luncheon. The players for last week were Mrs. Charles Goldsworthy, Mrs. Robert Mueller, Mrs. Ken Christianson, Mrs. Sidney Parker, Mrs. Wells Plaes, Mrs. W. P. Ritzenhouse and Mrs. Gene Rode.

And—speaking of Mrs. Rode . . . They had an exciting weekend a bit ago. They chose the 9th as the right day of the month and the moon to pour the slab for their long-awaited shuffle board (do you call it court?) With friends on hand and cement delivered promptly, they executed the pouring and troweling with the technique of professionals. Just about the time they were going to retire to a well-earned beer and a pat on their mutual backs, what should come but a miserable little cloud without a shoulder to weep on. Right—out with the plastic—rush, rush, rush. They finally got everything covered and then the sun again. Uncover. Then the cloud. Cover. Then the sun . . . Yikes! By the time it set, they were wrecks! That evening they had a pouring party to celebrate. (I didn't ask them if it was in honor of having poured, or going to pour) The ladies joined the men to celebrate and the group ended up with Mr. and Mrs. Dominic Giangregorio, Mr. and Mrs. William Taylor and Mr. and Mrs. John Redman.

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39¢ lb.

TOP QUALITY MEATS

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Roberts Own Extra Lean Boneless
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2-lbs. **\$1.98**
FINEST IN COOKED HAMS



GLORIETTA PEARS

HALVES or SLICES **4 FOR \$1.00** 16-oz. can

NABISCO RITZ CRACKERS 12-oz. Pkg. **3 FOR \$1.00**

TREESWEET GRAPEFRUIT JUICE Lge. 46-oz. can **39¢**

New! Fleischmann's MARGARINE Lb. Ctn. **35¢**

HI-SAFF IMITATION ICE CREAM made with poly-unsaturated safflower oil **59¢** 1/2 gal.

Roberts Market

Finest Vegetable Shortening **69¢** Net 3 lb. can

Brandywine Mushrooms STEMS & PIECES 4-oz. can **3 FOR \$1.00**

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BEEF FLAVOR OR GRAVY PARD DOG FOOD Lb. can **2 FOR 29¢**

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NEW! ANDERSEN'S TOMATO SOUP **2 FOR 37¢**

PUREX LIQUID BLEACH 1/2 Gal. **39¢**

BLEACHES and BRIGHTENS SNOWY BLEACH 26-oz. Pkg. **69¢**

Lb. Carton 67¢



his acquaintance. Sewall does a lot of good honest work for the News, for which I hereby make him seventh vice president.

Sewall writes to me the following: "Your column, 'Carrot Top' (Oh, I love this man for his remarks) is getting better all the time. I say this, of course, only because I like to encourage young journalists. But when you mention your dream of having an employee who pays YOU, I don't get it. You have one already. Meaning me."

You do not have to attend the stockholders meetings, Sewall. I'll represent you in the style I think you would be accustomed to. I will also keep in mind your pride and joy, "Trudie," the fashion consultant of thousands in our vast area.

In closing this week's lengthy epistle, I wish to leave you with this one thought: It is now my opinion that U. S. stands for Unlimited Spending See you around, I hope, I hope, I hope.

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- ★ 960 Pepperhill (Co-op. C. Clark)
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Fresh snow-white **CAULIFLOWER** **15¢** ea

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BEEF TONGUE **49¢**

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KRAFT MONTEREY JACK CHEESE **49¢** lb.

COMPLETE ONE-STOP FOOD SHOP

9 A.M. - 7 P.M.

Editorially Speaking....

"Create in me a clean heart, O God; and renew a right spirit within me." — Psalms 51:10.

A Special Letter

EDITOR'S NOTE — The following is a letter from a resident of San Francisco to the Editor, it is so typical of the feelings of the average American, that it is our thought it should be placed in the Editorial Column of the Sierra Madre News, as a token of our appreciation for its contents.

A LETTER FROM A RESIDENT OF SAN FRANCISCO

I AM one of the Americans who heard Mr. Khrushchev tell our nation that my great-grandchildren will grow up in a Communist world. For some time now, this has bothered me, I am not a brave man — not even a big one. I suppose I would have to admit that I am, among my own neighbors and in my own culture, the typical, average, well-educated, genteel suburbanite, to whom family, the mortgage, and security have been the all-important items. I am now 50, and soon my wife and I will see the first of our three children married. I paint my own house, repair my own car, grub my own devil grass, and nurse a modest savings account at the Bank of America. I am a law-abiding man on the quiet side, and dissension makes me terribly nervous. Frankly, I am the kind who simply doesn't have it in him to fight anyone over.

My wife had me cleaning out an old trunk in the storage room the other day, and I ran across the huge old family Bible that I hadn't thought about for years. My great-grandmother had kept a journal of the trip across the Great Plains with a wagon and oxen when she and great-grandpa were youngsters coming out to settle California in the great migration. Great-grandma wrote about it as the wild, new land, rich and abundant in mythical proportions.

On the trail she wrote of sickness and hunger, and heat and cold, and dust and thirst, and the deaths and births like beads strung together on a thread of hope — hope of freedom and a land of plenty for their children yet unborn. And when she viewed the new land, she wrote in simple word pictures of the cities and farms and schools, and happiness that would some day bloom in the greatness of the vast new land. She wrote of her tomorrow and my today.

The ink was badly faded, but the message was clear. As I read, I began to think about America and being an American and what it all stands for; and I thought about our enemies and what they intend to do to America, to those rich lands and farms, to the cities and the people to its freedom and its hope.

And, suddenly, I realized that I am a sick American. I mean really sick. I am sick of panacea and of backing up. I am sick of reaction where there should be initiative. I am sick of bureaucrats who tell me that my enemy is not really my enemy and that I should live together with murderers and tyrants. I am sick of government that hasn't the guts to clean traitors out of its own offices. And I'm sick of being a nice, patient guy about it. I am sick of placidly accepting excuses instead of successes; of being a silent gentleman about it for fear of controversy. I am sick of my country being ridiculed all over the world. I am sick of pink-fingery diplomats and lily-livered politicians who place personal career above the fate of the Flag.

I am sick of 40 years of relentless, creeping, cancerous, communistic godlessness that never once has wavered from its avowed purpose of conquering that Flag and seeing it trampled in the mud under Russian boots. I am sick of my genteel desire to stand pat and pray while the enemy advances.

I am sick of educators who teach tolerance of subversion and of clergymen who would have me quail at the spectre of battle and turn my cheek in fear of what our enemies might do.

In all honesty, the thing of which I am most sick is the man who let these things come to me: myself.

And by the living God who made me, Sir, I am a sick American who intends to get well.

Signed — Fed-up Citizen

Wrong Track

The principal argument in favor of a reduction in income taxes is that it is vitally necessary if this country is to achieve the needed rate of economic progress and escape possible stagnation. Many authorities feel that some of the concern over our rate of economic growth may have a false basis in excessively optimistic forecasts of what that growth should be.

George Shea, writing in the Wall Street Journal, says, "... it is doubtful that the reduced pace of growth can be ascribed wholly to burdensome taxes. The whole postwar background suggests that growth would have slowed down no matter what the Government did. The post-war boom was sparked by the existence of enormous consumer and production needs, accumulated during not only the years of wartime scarcities but also the long years of depression idleness in the 1930's."

Tax reduction is desirable — if (and this is an "if" of real stature) it can be accomplished without more inflation. But the effect of tax reduction depends upon how it is made. As Mr. Shea points out individual savings have been growing at a record rate. And much of the cash in hand resulting from presently proposed tax reductions might very well go into savings plans of one kind or another, rather than into the channels of commerce.

It's time to learn from the experience of others. Japan and Western European nations, whose growth we envy, have kept redesigning their tax systems to encourage investment in business and industry. The United States can't afford politically flavored tax cuts which perpetuate budget deficits and continue to penalize productive individuals and industry.

Sierra Madre News

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Freedom At Any Price

by Henry V. Witty

In a recent article emanating from the liberal minded Washington Post, a typical left wing twist was employed. Or, shall we say, an act of omission was committed.

The exact words were: "The House administration sub-committee also cut deeply into the budget for the Banking and Currency Committee now headed by Rep. Wright Patman (D. Tex.) who wants to launch the committee into all sorts of investigations. The sub-committee cut Patman from \$265,000 to \$180,000 for investigations this year." The omission is an explanation for "all sorts of investigations."

The following is presented in lieu of this omission. Rep. Wright Patman has been attempting for many years to bring about a full and complete investigation of our nation's financial condition. This would involve a thorough airing of the Federal Reserve System and is the reason Patman's efforts are passed off by the liberal press as being rather unnecessary. In reality, "all sorts of investigations," if carried out with sufficient appropriations, would prove most embarrassing to the liberal establishment.

Article 1, Section 8, Paragraph 5, of our Constitution in setting forth the duties and powers of Congress, is brief, definite, and specific. It states that "Congress shall have power to coin money, regulate the value thereof, and of foreign coin, and fix the standard of weights and measures."

Our forefathers well knew the power of money and they intended the representatives of the people to control it. But what has happened? In 1913, Woodrow Wilson pressured Congress into delegating those sacred rights to a private corporation through the Federal Reserve Act. Yes, private corporation is correct and, furthermore, to this columnist's knowledge it is the only private corporation in our country protected by law from government audit. The Federal Reserve System has not had its book audited by the U.S. Government in 49 years!

Wickliffe B. Vennard, Sr., in his book, "The Federal Reserve Hoax," states on page 13: "In any Free Enterprise System, a Republican Form of Government, in addition to administration, has three and only three functions, viz, control of Money, Military, and Mail. Any Nation that does not administer these three functions is destined for the scrap heap. Congress has delegated Money control to a Private Corporation, Military Control to the United Nations, and Ike expressed readiness to delegate the Mail to Private Hands.

The private commercial banks of our country are merely class B stockholders in the Federal Reserve Corporation — the class A stockholders being the international bankers. To illustrate the corruption existing in the F.R.S., let us consider Harry Dexter White who, after World War II, was exposed as a Russian spy. He was the architect of the world bank which is an integral part of the International Banker's Hoax today. It is a known fact that Harry Dexter White traitorously sent five plane loads of money plates, and paper and ink to Russia for the printing of our currency (in Russia) which must be redeemed by our Government (taxpayers).

It would seem that it is the responsibility of the Federal Reserve System to secure these plates. According to Mr. Vennard, Sr., "When the Treasury was asked as to the whereabouts of these plates they replied that they did not know."

The private Federal Reserve System is a very interesting and enjoyable talk. A rising vote of thanks was given Mr. Staff. Minnie E. Kimball, recording secretary.

A regular meeting of Parents Teachers Association was held in the kindergarten rooms on the afternoon of Jan. 26, 1916. The president, Mrs. Walker presiding. Minutes read and approved. The following motions were made and carried. That the bills presented by the treasurer be paid as read. That the P.T.A. be postponed until Jan. 1916.

The list of parents and representatives of the different grades is as follows: Kindergarten, 3; 1st grade, 6; 2nd grade, 2; 3rd grade, 1; 4th grade, 2; 5th grade, 4; 6th grade, 2; 7th grade, 4; 8th grade, 5.

The president introduced Rev. Mr. Staff who gave a very interesting and enjoyable talk. A rising vote of thanks was given Mr. Staff. Minnie E. Kimball, recording secretary.

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✠ FAITH LUTHERAN CHURCH ✠
The Lutheran Church — Missouri Synod
845 HASTINGS RANCH DRIVE — ARMIN W. HESSE, PASTOR
8:00 & 10:30 — SUNDAY WORSHIP SERVICES
Sermon: "Christ's Reverence for the Scriptures"
9:15 — SUNDAY SCHOOL & BIBLE DEPARTMENTS
6:30 & 7:45 — WEDNESDAY EVENING LENTEN SERVICES
Everyone Before the Cross! — We Welcome You!
"Everyone Before The Cross!" — We Welcome You!

 **FRIDAY EVENING SERVICES AT**
TEMPLE BETH DAVID
9677 E. LONGDEN AVENUE ,TEMPLE CITY
are conducted by Rabbi Camillus Angel, D.D.
**Other fine services available: High Holy Day, Adult Education,
Sunday School and Youth Programs**

Santa Anita Church of Religious Science
226 W. Colorado Blvd., Arcadia HL 6-8206
DR. ETHEL BARNHART, Minister
Sunday, March 24, 9:00 and 11:00 A.M.
"SEVEN GREAT INVOCATIONS"
Junior Church 9 A.M. Youth Activity 7:30 P.M.
Meditation Hour, Wednesday 10:30 A.M.
Dial-for-Prayer, day or night HI 7-6162

EPISCOPAL
Church of the Ascension
N. Baldwin at Laurel

Rev. Harley Gibbs Smith, Jr., Rector
Rev. James H. Miller, Assistant Priest
Rev. Stephen Green, Assisting

SUNDAYS

7:30 a.m.—Low Mass
8:40 a.m.—Morning Prayer
9:00 a.m.—Children's Mass, Church School
Classes, Episcopal Young Church-
men, Adult Information Class.
10:30 a.m.—Sung Mass and Sermon.
Coffee Hour.


Sierra Madre Congregational Church
"The Church of the Singing Tower"
 Church Service 9:30 and 11:00
"The Demands of Love"
 Rev. George W. Lindsay, preaching
 Church School, 9:30; Child Care, 11:00
 Niner Fellowship 4 P.M. Junior & Senior Hilgh

teaching "a
"graven image," a tempo-
rarily, limited, delusive sense
of things that must finally
give way before the con-
sciousness of ultimate,
spiritual reality created by
God. Included is this sen-
tence from "Science and
Health with Key to the
Scriptures" by Mary Baker
Eddy (p. 14): "Become con-
scious of a single moment
of Life and Intelligence
are purely spiritual —
neither in nor of matter —
and the body will then utter
no complaints."

The first and second year pupils of the Junior Instruction Class will meet in combined session on Wednesday afternoon at 4.

On Friday night of this week, the Mr. and Mrs. Club will meet to enjoy a fellowship dinner and a "European Travelogue," by Mrs. Freda Bernard. The Bernards, Pankoskas and Gerkes will serve as the hosts.

Parkwood
Convalescent Hospital
LORENA WOOD ECKLES — Administrator
24-Hour Nursing Care
Licensed — Bed & Ambulatory Patients
Catering to Special Diets
161 W. SIERRA MADRE BLVD. EL 5-4291



REVIVAL

Rev. L.
E.
HESTER, JR.
M.
MARCO
(EXCEPT
7:30 E
Sundays

CHURCH OF NA
191 W. SIERRA MADRE BLVD.

the eighth grade meets at a.m. At 7:30 p.m. Sunday evening Mr. and Mrs. Robert Spencer lead the Youth Activity for high school and college students.

**Bethany Lutheran
Announces
Sunday Services**

Rev. Niels C. Carlsen, pastor of Bethany Lutheran, Episcopal, Pasadena, will preach at 11 o'clock worship service on the theme, "The Gospel According to Isaiah." The text in Isaiah 55:1-7, emphasizes the grace of God as necessary for life rather than a luxury. Man is passing this necessity by because his "God - Forgetfulness" Isaiah calls upon all men to seek, repent, and return.

SERVICES

is D. Mahon
angelist
N NELSON
c Director
H 13 TO 24
SATURDAYS)
h Evening
A.M. & 7 P.M.

ZARENE

SIERRA MADRE

TV Cable Installation
that may arise in your mind or those of your neighbors.

The ordinance creating this franchise will be presented to the Council for its first reading on March 26, and its second reading April 9. Thereafter, it will be legal and binding 30 days after its publication. Although not known definitely, it is believed that some homes in Sierra Madre will be able to enjoy this outstanding reception by the fall and winter months.

RETURNED
Mrs. Byron C. Hopper of 537 W. Sierra Madre Blvd. returned home Wednesday, March 13, following a short visit with her mother, Mrs. Lois A. McElory of Phoenix.

Local Resident Passes at Age 90

Minnie Dobler Vander-slice, age 90, 174 E. Montecito Ave., passed away suddenly, Thursday, March 14, at St. Luke Hospital.

She was originally from Belaire, Ohio, and had lived in California for 38 years. She is survived by a daughter, Mrs. Ronald K. Merritt of the Danastrand Club, Dana Point.

Services were held at
Ripple Mortuary at 11 a.m.
Saturday, March 16, with Dr.
Ethel Barnhart officiating.
Private committal was at
the Pasadena Mausoleum.

Special music will be provided by the junior choir, directed by Mrs. Howard Nielsen. They will sing, "The 23rd Psalm."

On Wednesday, March 27 at 7:30 p.m. Pastor Carlsen will continue in the Lenten Bible Study series with a study of John 19:23-37, "The Stoning."

SERVICE OUR SPECIALTY
PHOTOGRAPHY is our business

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- WATER HEATERS
- DISPOSALS
- FURNACES and WALL HEATERS
- SPRINKLERS
- REPAIRS and REMODELING



Because families
appreciate being
able to sit together
away from the
view of others

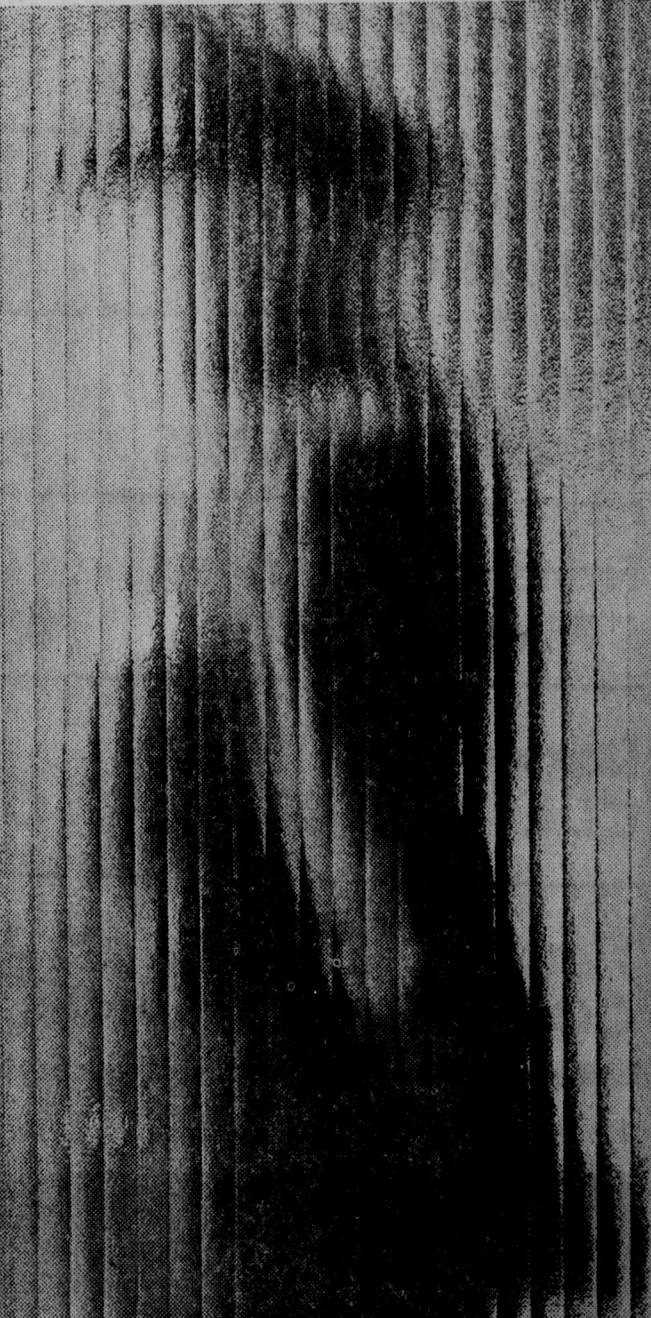
**Our Family Room
Offers Privacy
During Services**

*Dignified Service • Sympathetic Help
Understanding in Time of Need*

SERVING ALL FAITHS

Ripple
MORTUARY

STERLING RIPPLE, Director
ELgin 5-3414
201 W. Sierra Madre Blvd.



**Bank safety is more
the guard at the door.**

For money safe—but not just by locking it up. Large cash reserves, banks make careful investment in industry, in shops, in farms. They put loans, personal loans, real estate loans. It's the reading out for safety. Safety which makes us choose *one* place for their savings: *a bank.*

BANK OF AMERICA

MEMBER SAVINGS ASSOCIATION • MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

COME IN... **IT'S OUR 25th Anniversary SALE** ...HELP US CELEBRATE!

ROESS MARKET Celebrates 25th Year Began The Year **1938**

SERVING FREE ARDENS ICE CREAM SAMPLES ALL DAY FRI. & SAT.

Golf Clubs -- An Automatic Electric Kodak 8 Camera -- A Zenith Portable TV -- Electric Blankets -- Clock Radios -- Stereo Record Player -- 92 Piece Set China -- Maple Desk and Chair -- Transistor Radios -- G. E. Percolator -- Powermatic Toaster -- 50 1-year Subscriptions to The Sierra Madre News will be given to 50 winners.

FRESH EASTERN GRAIN FED PORK SALE

Whole or Half
PORK LOIN ROAST 49¢
CENTER CUT CHOPS. 79¢
RIB CUT CHOPS. 59¢
END CUT CHOPS. 45¢
EXTRA THICK TO BAKE
CENTER CUT CHOPS. 75¢

Morrell Pride Grade -- A -- BACON. 49¢	Farmer Style SPARE RIBS. 49¢	Our Own Make PORK SAUSAGE. 49¢
Center Cut HALIBUT STEAK. 59¢	Smoked FINNAN HADDI. 69¢	Center Cut SWORD FISH STEAK. 79¢

Buitoni CHEESE RAVIOLI 4 tins \$1.00
Jack and the Bean Stalk CUT GREEN BEANS 5 FOR \$1.00
Jack and the Bean Stalk GREEN PEAS. 5 FOR \$1.00
Jack and the Bean Stalk GOLDEN CREAM CORN. 6 FOR \$1
Royal Anne & Dark Sweet CHERRIES 3 FOR \$1.00

Lindsay Extra Large PITTED OLIVES. 3 FOR \$1.00
Chicken of the Sea CHUNK TUNA. 25¢
VEG ALL MIXED EVGETABLES. 2 FOR 35¢
Franco American SPAGHETTI. 8 FOR \$1.00
Doxsee CLAM CHOWDER. 2 FOR 39¢

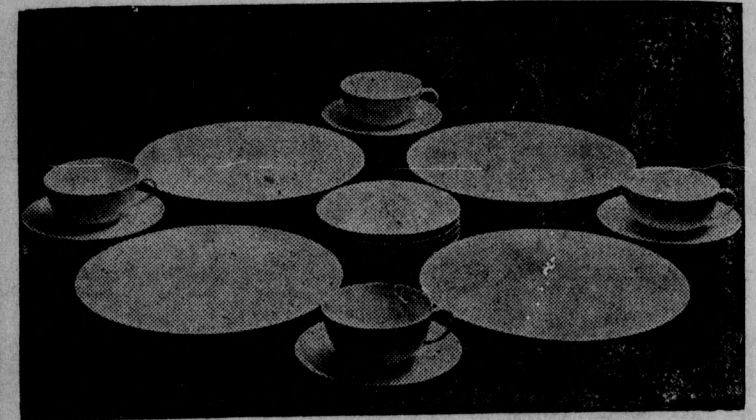
PRICES EFFECTIVE
MARCH 20 - 21 - 22 & 23

ARDEN
Flavor Fresh
ICE CREAM 59¢ Round Half Gallon
EIGHTEEN FLAVORS
Anniversary SPECIAL

22-oz. LIQUID TREND Clear or Pink. 39¢
SCOT TISSUE. 10¢
Sunshine SUGAR WAFERS. 39¢
SMUCKERS PRESERVES SEEDLESS BLACKBERRY, BOYSENBERRY, APRICOT - PINEAPPLE 20-oz. jar 39¢
Nestles Quick Strawberry or Chocolate 3 One Pound tins \$1.00
Du Pont SPONGES. 17c size 3 FOR 25¢ SAVE 26c

Yuban COFFEE. 65¢

ANOTHER PRIZE TO BE GIVEN APR. 1



98 PIECE SET OF ROBERTS CHINA
Service for 12 with extra cups. Be sure and see it on display in --
ARNOLDS HARDWARE Window

Johnston Frozen FRUIT PIES 49¢ Big 9" Family Size
GORTONS BREADED FISH 39¢ 11-oz. Pkg. SAVE 16c
Ranch Hand CHIP STEAKS. 25¢ 4-oz. Pkg. SAVE 8c

OUR 25th ANNIVERSARY
Fresh Local STRAWBERRIES 3 boxes for \$1.00
De Anjou PEARS 2 lbs. 25¢
Green Pippin APPLES 10¢
Red Ripe TOMATOES 19¢
Crisp Green ROMAINE LETTUCE 10¢

ROESS MARKET

331 W. Sierra Madre Blvd. at Lima St.